

THE EDITOR AND PUBLISHER

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MOONEY ATTACKS A. P.

EDITOR DECLARES AT SOUTHERN CONVENTION THAT SERVICE HAS DETERIORATED.

Says It Has Lost Much of Its Efficiency as a News Gathering Agency—Complains of the Service Given by St. Louis and New York Newspapers—Other Publishers Back Up Mooney—R. T. Small to Reply.

(Special by Telegraph.)

NEW ORLEANS, Jan. 16.—A savage attack upon the Associated Press by some of the newspaper publishers of the South broke out shortly after the annual meeting of the Southwestern Association of the Associated Press and the Southern Publishers' Association convened here at noon to-day.

Led by C. P. J. Mooney, publisher of the Memphis Commercial Appeal, the Southern publishers hurled at the management of the news gathering organization the charges that the A. P. had lost much of its efficiency as a news gathering agency.

The opening session of the joint gathering was devoted exclusively to a consideration of the Associated Press news service through the South. Hardly had Robert T. Small, of Atlanta, Ga., superintendent of the Southern Division of the A. P., completed the announcement that he would listen to complaints from the Southern publishers regarding the news service being furnished, when a score of editors scrambled for recognition to voice their grievances.

"There has been a great deterioration in the service of the A. P. in the last few years, and we publishers ought to get together and demand better service," declared Mr. Mooney in opening the attack on the Associated Press.

"Instead of expanding the news service and forces, the management is apparently spending most of its time systematizing the company, until it was all system without news gathering efficiency. The strong hand of Melville E. Stone used to have a complete hold on the A. P., but not so any longer. Now they leave everything to an efficiency board that doesn't get the news."

Speaking of the editors and correspondents of the Associated Press, Mr. Mooney declared that instead of getting the news they wasted their time figuring out how postage stamps could be saved and checking up the wires. As specific instances of bad service, Mr. Mooney said the practice followed in filing reports in St. Louis was particularly unjust to Southern publishers.

"Two papers in particular, the Globe-Democrat and the Republic, purposely delayed giving their service to Associated Press correspondents until they have ascertained whether they could sell their stories exclusively to the private news agencies," Mr. Mooney charged. "The New York Herald and New York Times do the same thing."

Continuing, he asserted that big news stories out of the Balkan war failed to materialize over the A. P. wires, while other news syndicates got them out regularly. "We want a news gathering association that gets the news and not one run to the click of a cash register," concluded Mr. Mooney.

This was the substance of complaints made by about twenty other publishers in different parts of the South. Superintendent Small said a reply to the complaints would be made Friday afternoon; also that a meeting of the South-

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R. M. JOHNSTON

PUBLISHER OF THE HOUSTON CHRONICLE, WHO SUCCEEDS SENATOR BAILEY IN THE U. S. SENATE.

A. P. DIRECTORS NOMINATED.

Committee Names Five Candidates in Addition to Present Incumbents.

The nominating committee of the Associated Press met at Washington on Monday with Thomas Rees, Springfield (Ill.) State Register, as chairman and Oswald Garrison Villard, New York Evening Post, acting secretary.

The Committee nominated for the five Directorships expiring in 1913 the present incumbents, Charles H. Clark, Hartford Courant; Charles A. Rook, Pittsburgh Dispatch; Clark Howell, Atlanta Constitution; Charles W. Knapp, St. Louis Republic; V. S. McClatchey, Sacramento Bee; and the following five additional candidates: Rosecrans W. Pillsbury, Manchester (N. H.) Union; Bruce Haldeman, Louisville Courier-Journal; W. Y. Morgan, Hutchinson (Kan.) News; Josephus Daniels, Raleigh (N. C.) News and Observer, and Isaac N. Stevens, Pueblo, Chieftain.

Samuel Bowles, Springfield (Mass.) Republican, and Benjamin H. Anthony, New Bedford (Mass.) Standard, were nominated to fill the vacancy on the Board.

The Albany (N. Y.) Freie Blaetter for the first time in sixty years has changed owners. The new publisher is the Herold Co.

Sue Montreal Herald for \$600,000.

Preliminary proceedings in libel actions against the Montreal Herald, in which the amounts claimed aggregate \$600,000, were taken last week by E. A. Robert, president, and five directors of the Montreal Tramway Co. The basis of the alleged libel is an article published in the Herald of Dec. 31, in which, it is contended, allegations were made derogatory to the character of the directors of the Tramway Co. Each plaintiff claims \$100,000 damages.

Curtis Company to Double Stock.

A special meeting of the stockholders of the Curtis Publishing Co., which publishes the Saturday Evening Post, the Ladies' Home Journal, the Country Gentleman, and recently purchased the Philadelphia Public Ledger, has been called for March 18 to vote on a proposed increase in the capital stock from \$10,000,000 to \$20,000,000.

Profits of Harmsworth Publications.

The ordinary general meeting of the Amalgamated Press, Ltd., was held last week in London, with Sir Harold Harmsworth, Bt., presiding in the absence of Lord Northcliffe, the chairman. It was reported at this meeting that the year's progress had been very satisfactory and that the profits amounted to \$1,316,415.

WHITELAW REID'S WILL.

LEAVES ESTATE TO HIS WIDOW AFTER MAKING \$110,000 IN VARIOUS BEQUESTS.

Tribune Fresh Air Fund Is to Receive \$50,000—Late Editor Expresses Desire That His Son, Ogden Mills Reid, Succeed Him as Head of the Tribune—Mrs. Reid Sole Executrix—Will Dated Nov. 3, 1894.

The will of Whitelaw Reid was filed on Jan. 10, in the office of Surrogate Sawyer, at White Plains, N. Y., by Sackett, Chapman and Stevens, the attorneys for the estate. With the will was filed the petition of Mrs. Whitelaw Reid, named as sole executor, for its admission to probate.

The will is holographic, every word of it except the signatures of the two witnesses being in the characteristic handwriting of the testator. The date is Nov. 3, 1894. It is short, being written upon three of the pages of a sheet of library size letter paper.

After making provisions for his mother, since deceased, and for the payment of certain bequests to individuals and to the Tribune Fresh Air Fund, amounting to about \$110,000, Mr. Reid wills all of the rest of his property to Mrs. Reid.

When Mr. Reid drew his will his son, Ogden Mills Reid, now managing editor of the Tribune, and his daughter, now the wife of the Hon. John Hubert Ward of England, were young children. With expressions of desire on Mr. Reid's part that certain of his lands in Ohio and the Adirondacks should ultimately pass to his son and daughter, and that his son should succeed him in his control of the Tribune, the final disposition of the estate was left entirely in the hands of Mrs. Reid.

The text of the will follows:

451 Madison Avenue.
New York, 3d November, 1894.

This is my last will and testament. I direct that out of my estate all the expenses shall be paid for the comfortable and proper maintenance of my Mother at the home-stead, as at present, during her life.

It is my desire that this homestead and my adjoining land in Ohio shall ultimately pass to my son, Ogden Mills Reid; and that my daughter, Jean Templeton Reid, shall ultimately have my property on the Upper St. Regis Lake, in the Adirondacks. Should my son, Ogden Mills Reid, display capacity and aptitude for the work, it is my desire that he should ultimately succeed to my control of The Tribune, but this and the disposition of the property must be left to his Mother. I desire that my Executrix shall so arrange the division of my estate that, in the end, Ogden and Jean may have shared exactly alike.

I give and bequeath—
To my Niece, Ella Spencer Reid Harrison, the sum of Fifty Thousand Dollars;

To my nephew, Robert Everett Smith, the sum of Five Thousand Dollars;

To Donald Nicholson, Nathaniel Tuttle, and Henry Hall, each, the sum of One Thousand Dollars;

To Wm. Conley and Bell M. Conley, his wife, each, the sum of Five Hundred Dollars;

To James Todman and Susan Todman, his wife, each, the sum of One Hundred and Fifty Dollars;

To Ernest Birch and Cecile Birch, his wife, each, the sum of One Hundred Dollars; and

To the Tribune Fresh Air Fund Association the sum of Fifty Thousand Dollars.

All my property of whatever sort or description, I leave (subject to the payment of these specific bequests) to my beloved wife Elisabeth Mills Reid.

I desire my Wife to be the sole Executrix of this Will, and request that she may serve without giving bonds.

November third, Eighteen Hundred and Ninety-four.

Witnesses:
Ogden Mills.

Mary Bertha Scott.

Col. Henry W. Sackett, of counsel for the estate, in a statement to the press said:

WHITELAW REID.

"At the time of his death, Whitelaw Reid was the largest stockholder of the Tribune Association, as he had been since 1873. Mrs. Reid was the next largest stockholder. Under Mr. Reid's will, Mrs. Reid becomes the owner of his stock. She, therefore, will not only retain the control of the Tribune, but will hold nearly all the stock, except what is held by other members of her family."

Her son, Ogden Mills Reid, is one of the other stockholders. He has been actively engaged in the publication affairs of the newspaper for several years, at first as a member of the city staff, and later as managing editor, at the same time being a director and officer of the Tribune Association. Prior to 1912 he was secretary. Since Jan. 1912, he has been its president, and will continue as the head of the corporation.

Mr. Reid's mother died in 1895, a few months after his will was executed. His niece, Mrs. Harrison, and his nephew, Mr. Smith, who are among the legatees, are still living in Ohio. Mr. Nicholson was for many years managing editor of the Tribune. Mr. Hall was formerly its business manager, and Mr. Tuttle the treasurer. Mr. Nicholson is now vice-president of the Tribune Association.

The other individual legatees were employes of Mr. Reid. In the Tribune Fresh Air Fund, to which Mr. Reid left \$50,000 he had always taken a deep interest.

MOONEY ATTACKS A. P.

(Continued from page 1.)

ern staff would be held immediately to consider the grievances.

Late trains, delaying the arrival of many of the publishers, caused the postponement of consideration of all other business until Friday. About fifty publishers were at the opening session today. Richard F. Beirne, of the Louisville A. P. office, announced that beginning with the baseball season complete box scores of all major league games would be wired the Southern newspapers. A new trunk line recently cut in from Louisville to New Orleans makes this service possible. The publishers were almost unanimously of the opinion that much of the market report now sent South could be cut off, which, it is expected, will be done.

Among those here are: President Victor Hanson, Birmingham (Ala.) News; J. R. Gray, Atlanta Journal; W. K. McKay, Louisville Herald; D. P. Toomey, Dallas News; C. B. Gillespie, Houston Chronicle; H. T. Warner, Houston Post; D. R. Barber, Mobile Register; M. W. Connolly, Memphis News-Scimitar; Frederick J. Haskin, Washington; C. H. Hanson, Mobile Item; R. F. Beirne, Louisville A. P. office; F. W. R. Hinman, Times-Union, Jacksonville; Clark Howell, Atlanta Constitution; J. R. Hedges, Galveston; J. M. North, Fort Worth; George W. Brunson, Greenville, S. C.

Advertising, circulation and mechanical department matters are on the program for discussion to-morrow.

The Outlook Co. of New York, has certified that its capital has been increased from \$450,000 to \$500,000.

\$6,000

will buy an old established Republican Weekly newspaper in a County Seat town within fifty miles of New York.

Brokers in Newspaper and Magazine Properties.

HARWELL, CANNON & McCARTHY
200 Fifth Ave., New York City

JEWISH WRITERS ON STRIKE.

Tie up the Four Dailies of New York and Make Union Demands.

The entire staff of writers on the Jewish Morning Journal, Vorwärts, Daily News and Warheit, the four large Jewish daily papers of New York, quit work on Thursday and announced themselves on strike in accordance with orders of the newly organized Newspaper Writers' Union No. 4, chartered by the International Typographical Union.

The principal contention is that the strikers insist on being recognized as a trade union, while the editors have believed for a long time that theirs was a profession.

The union demands that only members of the union are to be employed on the editorial staff of a paper. The writers ask a five-hour day and promise that the union will accept as members only newspaper men who can write three columns in five hours. They demand that the price for any extra article, sketch or novel of about two columns shall not be less than \$5.

The contract submitted by the union further specifies that any member of the staff of a newspaper who is employed for desk or outside work apart from regular editorial work shall be considered a full fledged member of the union and shall be governed by the same rules as to working hours and wages.

Each member of the union is to receive two weeks' vacation, with full pay, in summer, in case of illness is to receive full pay, providing his work is performed by his colleagues on the staff. In case of the resignation or discharge of a member of the union a month's notice is to be given on either side.

E. Prentiss Bailey Dead.

E. Prentiss Bailey, editor of the Utica (N. Y.) Daily Observer, and dean of New York State newspaper men, died at his home in that city Friday morning. He had been out of health for some time and was semi-conscious for nearly two weeks. Mr. Bailey last month completed fifty-nine years of service with the Observer. He was one of the foremost Democrats of the State, a close friend of ex-President Cleveland and twice named postmaster at Utica. For four years, beginning with 1887, he was president of the New York State Associated Press. In 1892 he was appointed a State Civil Service Commissioner and was president of the board, resigning upon the inauguration of Governor Morton, Jan. 1, 1895. Mr. Bailey was born in Manlius, N. Y., Aug. 15, 1834. He leaves two sons and two daughters.

Suspends Increase in Paper Rate.

The Interstate Commerce Commission at Washington has suspended until July 11 increases in rates on print news paper proposed by the Canadian Pacific Railroad on shipments from Sault Ste. Marie to various destinations in the United States. Advance of sixty per cent. in switching charges on the Chicago, Great Western, at Sheffield, Minn., have been suspended until May 10 next.

Warns Publishers Against Goodwin.

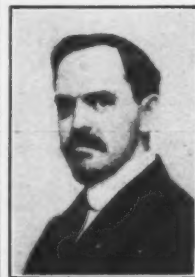
We are in receipt of a telegram from L. D. Taylor, editor of the Vancouver (B. C.) World, informing us that a man named Goodwin, formerly in the employ of that paper, is a defaulter, and has fled the town. We are asked to warn editors and publishers against cashing any drafts that he may make against the Vancouver World.

First Aerial Parcel Post Service.

An aerial parcel post service between Boston and New York was undertaken Jan. 13, when Harry M. Jones, a Providence, R. I., aviator, left Boston for Providence, the first scheduled stop. Jones started from Franklin Field at 2.16 p. m. and arrived in Providence at 3.10 p. m. He carried twenty-five pounds of parcel post packages for Providence, New London, New Haven, Bridgeport and New York.

STANDARDIZATION OF ADVERTISING.

THE EDITOR AND PUBLISHER will on Jan. 25 begin the publication of a notable series of articles by Harry H. Drummond on "The Standardization of Advertising." The author has spent the past twelve years in the advertising business, as a solicitor, writer and manager, in New York, Chicago, Louisville, Ky.; Denver, Colo.; Des Moines, Ia.; Detroit, Mich.; Cleveland, O., and Boston, Mass. The articles will present very frank discussions of many of the ills from which advertising is suffering at the present time.



"Wishbonitis" is the disease that is hurting the business, according to Mr. Drummond. He says that there are lots and lots of advertisers who "wish" they could right the trouble, but who lack "backbone" to do it. He does not lay all the blame on any one branch of the business, but distributes it generously, giving each particular branch a liberal supply.

Few, if any, people in the various branches of advertising will admit that they do any wrong; everybody admits that there is something wrong, but lays the blame on someone else. Drummond's experience, covering practically every branch of advertising, gives him an insight into the weak spots of the entire body, and, in our estimation, this series will be as fair as it is frank.

THE EDITOR AND PUBLISHER, in publishing these articles assumes no responsibility for the views expressed therein, but believes that they are all more or less justified.

Self-condemnation is something none of us is anxious to practise. We all try to justify our actions and our motives, at least to the world at large, and it may be well to read what these articles say and see just how much of the trouble is due to us.

We do not think that any of these articles is written in a spirit of venom or spite, but that all are culled from actual experience of a man who has been through the mill and knows what he is talking about.

It is not thought that they will bring about a revolution in the advertising business, but they may be the forerunners of a gradual reformation that will work for the betterment of advertising. THE EDITOR AND PUBLISHER, as a newspaper advocate, is always willing and anxious to publish all articles that will put the newspaper in a better light, but cannot refrain from pointing out some of their faults that are retarding their usefulness.

Read these articles. They will interest you. They may give you a new viewpoint, a new argument to use in your business.

One of the biggest advertising men in the country recently told Drummond, "You are a voice calling in the wilderness." Another advertising man designated him as "The High Priest of the New Idea in Advertising."

But whatever he may be, whether "a voice calling in the wilderness" or "A High Priest," or, perhaps, just a plain "bug" riding a hobby, he is at least outspoken and apparently unafraid to say what he thinks.

THE EDITOR AND PUBLISHER.

MYLIUS TO BE DEPORTED.

Secretary Nagel Holds That Libeling of King George Involved Moral Turpitude.

Edward F. Mylius, who served a prison term in England after conviction of the charge of libeling King George V., is to be deported from the United States according to an order made Thursday by Charles Nagel, the Secretary of Commerce and Labor, to whom Mylius appealed from the deportation order of the Federal Board of Inquiry at the Ellis Island Immigration Station.

Secretary Nagel held that Mylius had been convicted of a felony and that if his offense were regarded as merely political any crime might be construed as having a political character. It was said by friends of Mylius that a writ of habeas corpus would be sworn out at once and that appeal from Mr. Nagel's decision would be taken to the Federal courts.

Before reaching this conclusion Secretary Nagel gave a hearing to Edward H. James, editor of the Liberator, in which the alleged libel was published, and which Mr. James said was written by him and that Mylius merely circulated it in England in the interest of a republican propaganda. James came from Paris last Sunday to defend Mylius.

Importers Urge Free Wood Pulp.

Importers of European wood pulp and print paper on Tuesday urged the United States Customs Court to authorize the admission of those products free from duty to the United States from all countries having "favored nation" treaties with America. Albert H. Washburn, counsel for the importers of wood pulp from Scandinavia and other countries, occupied practically the whole day in an effort to convince the court that these commodities should be free from duty.

THE DETROIT NEWS

(Evening)

Over 140,000

THE DETROIT NEWS TRIBUNE

(Morning)

(Sunday)

Over 23,000 Over 100,000

All Net Paid Circulation

CHICAGO HAPPENINGS.

A Cancelled Advertising Contract Leads to a \$60,000 Suit Against the Illinois Central Railroad—The Charles H. Fuller Agency Entertains Its Employes—Sons of Jove Plan to Raise \$1,000,000 to Popularize Use of Electricity.

(Special Correspondence.)

CHICAGO, Jan. 15.—Arbitrary abrogation of an advertising contract on the part of the Illinois Central Railroad Co. is charged in a suit for \$60,000 filed in the Municipal Court by Charles J. Bour, advertising agent. He claims to have lost that sum by the termination of a contract by the company. An injunction restraining the company from holding the contract void was granted some time ago by Judge Chetlain. The Appellate Court ruled against the injunction on the ground that there was remedy for breach of contract by suit for damages.

Consent to adjudication in bankruptcy of the Workers' Publishing Society, publishers of the suspended Socialist daily paper, the Chicago Daily World, has been filed by the board of directors of the defunct organization. Attorney John E. Rippel, counsel for the board of directors, appeared before Judge Carpenter and announced that the board would not oppose the bankruptcy adjudication.

The Charles H. Fuller Co., advertising agents, entertained its 150 home office employes with a banquet and vaudeville show at the Union League Club for the purpose of announcing the appointment of Herbert Watson as director of campaigns. Mr. Watson is well known to the advertising and business world and brings to the Fuller organization the experience gained in planning and handling many large advertising and selling campaigns. Professor Walter Dill Scott, who is a member of the staff, spoke informally upon "Co-operation and Organization."

The Chicago Press Writers' Club met last Friday night. Charles P. Megan, former assistant superintendent of schools, spoke on "Writing as an Art." This was followed by the installing of the new board of officers.

George H. Currier, president of the George H. Currier Co., publishers, objects to paying Mrs. Frances C. Currier alimony of \$5,000 a year, now that he is remarried. In a petition presented to Judge McKinley he asks that the alimony be reduced. He alleges that his income is not sufficient to maintain himself and his second wife.

More than \$1,000,000 will be expended in advertising electrical energy for domestic, commercial and industrial use through daily and weekly newspapers and magazines, according to the announcement of speakers at a banquet of the Jovian Order of the Sons of Jove in the Hotel Sherman Friday evening. The organization has more than 9,000 members. "It is our purpose," said A. A. Gray, of Chicago, "to start a campaign for a several-million-dollar fund to carry on a long advertising campaign in all of the larger daily papers, the best weeklies and all of the

best magazines teaching the people from home to factory the use of electrical energy and to awaken an interest in the general use of electrical energy.

Eastern newspapers lack the breadth of vision characteristic of journalism in the West, according to Cyrus H. K. Curtis of the Curtis Publishing Co. of Philadelphia, who was in Chicago last week observing Western methods, some of which he means to put into practice in his Philadelphia Public Ledger, which he recently purchased. He means to distinguish his Ledger among other Eastern newspapers by injecting into it some characteristic Western ginger, en-

TO REGULATE NEWSPAPERS.

Massachusetts Bill Provides for Commission That May Also Consider State Control.

Arthur D. Hill, chairman of the Legislative Committee of the Progressive party, has filed a bill in the Massachusetts Legislature seeking to regulate the publication of newspapers. The bill provides:

"That the governor with the advice and consent of the council be authorized to appoint a commission of five persons, citizens of the commonwealth,

HEADS A. P. IN THE SOUTH.

How Robert T. Small Won Distinction as a News Writer.

Robert T. Small, now superintendent of the Southern Division of the Associated Press, with headquarters at his old home, Atlanta, Ga., is the son of the Rev. Sam Small, the noted evangelist.

He served his "cub" years in newspaper work on the Evening Star in Washington, finally rising to be one of the Capitol representatives of that paper. Ambition led him to wider fields and he cast his fortune with the New York newspapers. For a time he was connected with the New York American and finally became attached to the local staff of the Associated Press in New York.

His first piece of descriptive work to attract attention was written upon the occasion of the American fleet leaving Hampton Roads for the trip around the world. Small went to San Francisco to write up the arrival of the ships at that port after rounding the Horn, and he it was who was chosen to cover the return of the fleet to Hampton Roads.

He came to Washington the day before Taft's inauguration to assist in covering that event and wrote the lead for Inauguration Day, but although it was a magnificent piece of work it was never printed because of the storm-broken wires out of Washington. Small remained in Washington, covering the White House and accompanying the President on his extensive trips. His executive ability manifested itself when he was made news manager of the Washington office, and led to his designation as head of the Associated Press service in the South.

Appraisal of Gilbert Jones' Estate.

Gilbert E. Jones, formerly publisher of the New York Times and son of George Jones, former proprietor of that newspaper, left a net estate which has been valued by John T. Martin, Transfer Tax Appraiser, at \$357,792.17, according to a report made public on Saturday. The gross estate was \$377,997.21. Mr. Jones died Nov. 2, 1910. The largest item in the estate consisted of \$238,000 worth of debentures and 265 shares of stock of the Park Co., owner of the old Times Building, at No. 41 Park Row. Mr. Jones also owned 150 shares of stock in the International Pulp Co.

Neglect Corrupt Practices Law.

Only 360 newspapers of about 650 in Minnesota complied this year with the new corrupt practices law, which requires every newspaper printing political matter to file a statement of its ownership with Julius A. Schmah, Secretary of State. He has checked up the list, but says that he will take no steps to punish those which have failed to file their statements. Under the law it is up to the grand juries of the different counties to consider violations of the law.



ROBERT T. SMALL,
SUPERINTENDENT SOUTHERN DIVISION OF THE ASSOCIATED PRESS.

ergy and initiative. Mr. Curtis also intends to devote greater attention to Western news. He says he wants to have something in his paper that the visitors from New York and Chicago can read with interest when away from home.

Hubbard Fined for Obscene Matter.

Elbert Hubbard, who was indicted on six counts last week by a Federal grand jury at Buffalo, N. Y., on the charge of violating the postal laws by sending objectionable matter through the mails, pleaded guilty before United States District Judge John R. Hazel on Saturday and was fined \$100 on one count. Sentence was suspended during good behavior on the other five counts. The charges were based on articles appearing in the Philistine, a magazine published by Fra Elbertus at East Aurora, N. Y.

Standard Won't Reduce Price.

The report that the London Standard had reduced its price to half a penny proves to be incorrect. The subject, it is said, has not even been considered by the directors.

one of whom shall be designated as chairman, for the purpose of investigating the extent to which news items in newspapers and periodicals are published in a false or misleading manner or intentionally suppressed for political purposes or for other ulterior motives."

The bill also provides for an investigation of "the conduct of newspapers or periodicals relative to the performance of their public duty, full, fairly and impartially to ascertain and disseminate true information concerning public affairs, news events and current opinions, and freely and fairly to comment upon and criticize the same; and conduct of such newspapers and periodicals relative to political campaigns and elections and their relation to candidates for office and political parties."

The feasibility of establishing a newspaper to be conducted by the commonwealth is also to be considered.

Cannot Do Without It.

Frank Hicks, general manager of the United Contest Co., Inc., writes: "I have failed to receive my EDITOR AND PUBLISHER this week. Why? I cannot do without it."

Put your advertising for Southern California in the Los Angeles Record and San Diego Sun the two papers with the largest city circulation, and you will be sure to get results and cover the field thoroughly.

STEREOTYPE SPECIALISTS

Long experience and the fact that we are constantly studying and classifying conditions in individual plants enables us to combine, in our Stereotyping Machinery, the excellence developed in hundreds of practical shops. Wesel Matrix Rolling and Matrix Drying Apparatus is Standard

F. WESEL MFG. CO.

Printers' and Platemakers' Equipment
70-80 Cranberry Street, Brooklyn, N. Y.
New York, 10 Spruce St.
Chicago, 431 So. Dearborn St.

NEWSPAPER POWER AND HOW TO DIRECT IT.

George S. Johns, Editor of the St. Louis Post-Dispatch, Says the Task of the Newspaper Is to Correct Wrong Thinking—Hopes to See Cosmopolitan Newspapers and Exchange of Editors Instead of College Professors.

George S. Johns, editor of the St. Louis Post-Dispatch, spoke to the Columbia School of Journalism on Monday afternoon, Jan. 13, on "Newspaper Power and How To Direct It." Mr. Johns said in part:

"Newspaper power is an important subject because it brings into play every part of the newspaper. I suppose you know that the new meaning of the word secessionist is one who revolts against the established rules or traditions of his art. Our country is barren of secessionists in the art of painting. We have been spared that school of painters who go rioting in color; the school of sculptors who regard distortion as the model of beauty and reality; and that school of musicians whose music suggests bedlam in discords of sound.

"But we have had secessionists in literature. We produced Emerson, an apostle of individualism. I think I may call him the founder of American anarchy in literature. We have had Whitman, who stripped the garments of hypocrisy from the beauty of nature and gave us, in a style of his own, a magnificent picture of a society of the brotherhood of men. If you want to know the new democratic movement, and the freedom in literature, the freedom of thought, the freedom of speech, the freedom of form, you can do no better than to study Whitman.

SECESSION IN JOURNALISM.

"Close akin to the literary secessionist tendency is the American secessionist movement in journalism. The term is peculiarly applicable to journalism. It is the greatest movement of its kind of modern times. The new journalism development in America has revolutionized everything; it has broken all traditions; it has brought about a radical change in journalistic methods, principles and purposes.

"Two great journalist secessionists stand out conspicuously as leaders. One is the elder Bennett, who marked out new paths and created new fields. The mission of the newspaper, according to Bennett's expressed view, was to interest and amuse. Then came Joseph Pulitzer who rejected the idea that the newspaper is a mere vendor of news and an advertising medium. He regarded the newspaper as a moral force, whose purpose was to inform public opinion and direct it in right paths.

WHAT IS NEWSPAPER POWER?

"What is newspaper power? How shall it be directed? I assume you know the conditions of newspaper power. The greater the number of readers the greater its power. A newspaper is practically powerless without an independent, intelligent public. The school house is the foundation of the structure of civilization. Newspaper power is mind power, the original power that created and governs the universe. It is the supreme power. We deal wholly with thought, we influence thought, and thought shapes institutions and controls the destinies of men.

"Thought may be divided into right thought and wrong thought. There are many shades between the right of truth and the darkness of error. The task of the newspaper is to correct wrong thinking. We arrive at the core of newspaper

influence when we realize all wrong thought flourishes on popular ignorance. Shakespeare wrote: 'Ignorance is the curse of God.' The average thought of the average man we call public opinion. The newspaper seeks to direct and control public opinion, and its first task is to inform ignorant public opinion. There is nothing more malleable than public opinion; it is in a state of continuous flux.

"To cite an illustration from my own experience. For years the St. Louis Post Dispatch had exposed and fought corruption in public life in the city of St. Louis. We had told people all about it. The people were apathetic; we couldn't get any response. People thought ring rule was a natural development of politics. As an able lawyer put it: 'Boodling is a conventional offence.'

"It came to my knowledge that a franchise that had been bought for \$250,000 had been resold for \$1,250,000—quite a profit even for boodlers. I got hold of all the facts, the names of the men who had paid the money and of the men who had received the money. But I couldn't get any information before the grand jury. The Judge on the bench in his charge to the grand jury took cognizance of the facts. He had a few conventional remarks to make concerning the punishment of public officials who betrayed their trust. Then he devoted three-fourths of his charge to an attack on sensational journalists who delight in blackening the characters of men. In closing he said: 'Gentlemen, if you do not indict these men you must indict the editor of the newspaper who has so wantonly attacked honest officials.'

"It happened that this editor had quite a load of boodle dynamite on hand and the people who were protecting the boodlers saw to it that he was not indicted. All these honest officials and their supporters and backers were brought to bar. The State was aroused. Boodling, after public opinion had been aroused, was no longer a conventional offence, but a heinous crime.

PROTECTS THE PUBLIC.

"One can easily understand the influence that can be exerted without any editorial comment. As a record of events the newspaper would contribute powerfully to progress by acquainting people with the mere news; it would diminish ignorance, suspicion and animosity. It is the agent of civilization, but there is another purpose—and that is the protection of the public. If the editor has a sense of duty he will utilize all the news gathering agencies he has to expose an evil; he will comment on it in the editorial column; he will awaken the public to the menace of conditions; he will compel action in the courts or at the polls.

"In New York you have had an example of the power of the press to correct evils in the recent police scandal. Of what aid would a conscientious prosecutor be without the newspaper back of him to warn the public, to arouse their feelings, which becomes crystallized into opinion. No official dares to defy that crystallized opinion.

"Where public opinion is free to work it is practically the government. You might say we have newspaper government in this country, and some do say so. When I am confronted with this, all I can do is to quote Jefferson, who said if he had to choose between government by newspapers and government without newspapers he'd take the former.

"There is practically no limit to the scope of newspaper power. All its forces may be directed to the accomplishing of results in the interest of law, order and decency. The newspaper machine may be used in constructive work to demand legislation, to insist upon administrative changes.

"When facts are gathered they must be printed fearlessly and fully. When responsibility exists it must be fearlessly placed. Publicity of this kind is the dynamic force that moves people to action. No throne is too high and no pit is too deep for aroused public opinion. For years congressional and newspaper investigations have been given wide publicity. There has been a lot of what is

called muck-raking. People have been swamped with information of official corruption, of business and political corruption. Public opinion is just beginning to make its force felt and we can't tell how far it will carry us.

"The newspaper may avert wars, but we have yet far to go to realize newspaper usefulness in international politics. I hope it is not long before we'll have, not metropolitan newspapers, but, cosmopolitan newspapers. Possibly we'll have the exchange of editors instead of the exchange of college professors. The editor may not have a louder voice, but it is heard further.

"Editorial comment must be just. It must be generous to an adversary. It should be good-tempered; good temper places the writer at an advantage. The editor should never wantonly ruin persons or destroy institutions. Assaults for private reasons are unpardonable in a newspaper. The editor must be fearless. It takes courage to attack an entrenched wrong. When you take charge of an editorial desk you must uphold the right against wrong even if you walk alone, even if you walk out of the office, even if you walk out of town—if they let you get that far.

"The newspaper must be accurate. There is nothing more essential to public welfare. People are misled when news is distorted or exaggerated.

"Remember that, just as for the mistakes of democracy what is needed is more democracy, so for the abuses of publicity what is needed is more publicity—publicity, publicity, publicity!

"Humor is a fine quality, but cynicism, no matter how brilliant, is deadly. One of the first diseases to attack a young newspaper man is cynicism, but he will find in time that there is some serious work for every newspaper man.

"The editor should not only be in touch with current feeling, but he should always be on the alert. A pointed paragraph on the right subject at the right moment is worth more than a whole column on the same subject at another time. An editor who could write one pithy sentence a day on a subject of public interest would be a howling success.

"The editor must have an open mind. Don't be sure you're not mistaken—you may be. To quote the words Cromwell used to some dogmatic preachers: 'For Christ's sake, my brethren, believe it possible you may be mistaken.'

"Power is not a toy, a plaything to be used for journalistic joy-rides. It is to be used with a sense of responsibility, seeking the right above all things. The words of the prophet Isaiah may be taken as a motto: 'To do justice, to love mercy, to walk humbly.'

"Don't take what I have said of new journalism as excusing all wrongs committed in its name. I hold no brief for all newspaper secessionists. We have not escaped sensational extremists of the secessionist school of American journalism. We've had exponents of new journalism who grossly abuse its power, who violate all canons of morals and manners.

"Here is your task. This school will fail of its purpose if it does not attempt to improve newspaper morals. Do not fear to be called yellow as long as you're right. The term is frequently applied by those hit, to the newspaper that hit them. It is frequently applied by the newspapers who do nothing to those who do serve the public. It is frequently applied by corrupt office holders to newspapers that uncover their rascality.

"Beware of the counsel to write anything that will attract attention. It is useless to attract attention unless you have something worthy of attention. Truth is the most sensational thing in the world.

"As to the end to achieve with the power of the newspaper, devote all the

power you possess to making the world better for all conditions and kinds of men. First cleanse your own door-step. Clean up your own town and State. Then cleanse other door-steps. Then cleanse the earth if you can.

"Are there children crying in the darkness for light? They are your wards. Are there women wronged and oppressed? They are your sisters. Are there men anywhere bowed down with hardship and toil? They are your brothers.

"The unit of society is the individual. There is no social progress without individual progress. For the journalist public service is profitable. To quote from a speech of President-elect Wilson: 'Only those who serve shall profit.' This is the inexorable law of journalism."

Would Pay \$5 a Year.

LORD & TAYLOR,

New York, Dec. 18, 1912.

THE EDITOR AND PUBLISHER:
You are justified in announcing the increase in subscription rates from one dollar to two dollars a year. I want to take this occasion to congratulate you on the interesting paper which you are publishing. I would give five dollars per year for the privilege of seeing it each week, and one who is more intimately connected with the publishing business should be willing to pay ten. Of course they won't but you are worth it to them just the same.

I enclose my check for three year's subscription dating from July 6, 1913.

With best wishes for your success, and with compliments of the season, I am, very sincerely

yours,

CHAS. T. STEWART.

Would Make Newspapers Utilities.

A. B. Lea, formerly director of public service, Cleveland, has completed the task of obtaining 35,000 signatures to a petition initiating a law which, if passed, would make Ohio newspapers public utilities. He says that the operation of the initiative and referendum is expensive, as it cost him \$2,000 to get the signatures.

WHY I USED THE Louisville Courier Journal

By H. R. DRUMMOND.

Formerly Advertising Manager Kaufman-Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co., my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective.

When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL money well spent.

The S. C. Beckwith Special Agency

Sole Foreign Representatives,

New York St. Louis Chicago

The Biggest Value in New England

A Quality and Quantity Combination that Cannot be Exceeded.

THE BOSTON HERALD

(Morning)

THE BOSTON TRAVELER AND EVENING HERALD

Combined Circulation Morning and Afternoon exceeds 280,000 copies per day.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH SPECIAL AGENCY

(Sole Foreign Representatives)

New York Chicago St. Louis

The Evening Wisconsin Milwaukee's Favorite Home Newspaper

It is QUALITY circulation against mere BULK circulation that the "to-day" advertising man desires.

Cheap quantity class means large waste and unsatisfactory returns in poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "Worth While" home in which this paper will be invariably found.

THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 5024 Metropolitan Bldg. CHAS. H. EDDY, Representative. Telephone, Gramercy 4211.

CHICAGO OFFICE: People's Gas Bldg. EDDY & VIRTUE, Representatives. Telephone, Central 8488.

The Nashville Democrat

The Young Giant Among Southern Newspapers

The Daily Democrat, with the exception of the Fort Worth Record, the Atlanta Constitution and Memphis Commercial Appeal, has the largest sworn, guaranteed circulation of any morning newspaper published in the entire South.

The circulation of The Democrat is

28,461

The circulation of the most important newspapers is given below for comparison:

Louisville Courier-Journal	23,401
Richmond Times-Dispatch	18,846
Birmingham Age-Herald	17,344
New Orleans Times-Democrat	18,000
New Orleans Picayune	22,407
Houston Post	25,425
Norfolk Virginian-Pilot	22,485
Chattanooga Times	21,600
Knoxville Journal and Tribune	16,097
Montgomery Advertiser	16,940
Little Rock Gazette	20,461
Jacksonville Times-Union	26,010
Raleigh News and Observer	15,088
Charleston News and Courier	10,585
Columbia State	16,755

These figures are taken from Nelson Chesman & Co.'s Official Newspaper Rate Book, season 1912- 1913.

Considering the limited field (for only Middle Tennessee can legitimately be considered as Nashville territory), The Democrat has a tremendous circulation.

Memphis claims as its territory all of Mississippi, the eastern half of Arkansas and the western half of Tennessee; Atlanta has all of Georgia and a part of Alabama and the Carolinas from which to draw, while Fort Worth has the Lone Star State, a vast empire in itself, to claim as its field.

The Democrat is only 16 months old. Newspapers throughout the Union have marveled at the phenomenal growth of The Democrat's paid circulation and have commented favorably upon its magnificent showing. The Democrat's circulation is paid circulation. It is sworn circulation and has been examined by the Association of American Advertisers.

In the very beginning The Democrat got close to the ideas and sympathies of the people, and as a result an unprecedented demand was created for this great, influential newspaper.

Facts are facts, and these are well worth considering.

The Democrat will be 16 months old January 20. During these sixteen months The Democrat published

3,057,544

lines of local display advertising, compared with 2,997,120 lines of local display advertising published in Nashville's other morning paper, which has been in business for one hundred years.

THE JOHN BUDD CO., Foreign Representatives, NEW YORK, CHICAGO, ST. LOUIS

WASHINGTON TOPICS.

Bill Introduced in Congress to Prevent Advertising Fraud in District of Columbia—Amendment to Post Office Appropriation Bill Designed to Punish Papers Printing Liquor and Financial Ads Defeated.

(Special Correspondence.)

WASHINGTON, Jan. 15.—A bill to prevent false advertising from being circulated has been introduced in the House of Representatives by Congressman Dent of Alabama.

The bill, which has been referred to the Committee on District of Columbia, reads as follows:

TO PREVENT FALSE ADVERTISING IN THE DISTRICT OF COLUMBIA.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in the District of Columbia, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is willfully untrue, shall be guilty of a misdemeanor and punished by a fine of not more than \$500 or imprisonment for not more than six months, or both, at the discretion of the jury trying the case.

A story of how copies of letters from John D. Archbold to former Senator Foraker and other public men were taken from the Standard Oil Co.'s office at 26 Broadway, New York, by W. W. Winkfield and Charles Stump, negro messengers employed by the company, was told to the Senate Campaign Fund Investigating Committee on Monday by Gilchrist Stewart, a negro law clerk. Stewart said he found Winkfield in Chicago, and was told of how he and Stump took copies of letters from the Standard Oil files and disposed of them to a representative of the New York American.

While in Chicago on Dec. 21, Stewart declared he was kidnapped, taken to the office of the Chicago Examiner and robbed of a number of letters and papers, including two letters to him from former Senator Foraker.

William W. Winkfield, of Chicago, formerly employed by the Standard Oil Co. as a messenger, Tuesday told the committee how he and another employee named Stump took from the desk of John D. Archbold, of the Standard Oil Co., two letters and disposed of them for \$1,000 each. He also told of sell-

Topeka Daily Capital

delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Arthur Capper Publisher

W. T. Laing, Flatiron Bldg., New York J. C. Feeley, Mallery Bldg., Chicago



San Antonio Express Breaks All Records for 1912

Carries More Advertising Than Any Paper in Texas for the Year, and Shows Substantial Gain Over 1911.

As an evidence of its advertising value, the San Antonio Express points to its remarkable record of advertising carried for the year 1912. It not only broke its own record for the previous year, but broke all other Texas newspaper records. Here are the figures:

- San Antonio Express.....27,001 columns
Second best paper.....26,531 columns
Third best paper.....26,380 columns
Fourth best paper.....22,238 columns

No other San Antonio or Southwest Texas paper is among the first four.

For the Express all the above figures are exclusive of any special editions, such editions being deducted.

For the Year 1911 the Express Carried 26,676 Columns.

Express Classified Advertising for 1912 88,088 Agate Lines.

Year after year the Express makes a new record. The reason is found in the confidence the advertisers have in the Express. They have proved its value. They know it is not an unknown quantity, because it goes into the homes and reaches the best class.

If you wish to cover San Antonio and Southwest Texas, and reach the real, paying buyers, the people with buying power, you can do it through the EXPRESS ALONE.

Circulation audited by the A. A. A. Report on request.

Let us give you further reasons why you should use the Express. Address

SAN ANTONIO EXPRESS, San Antonio, Texas, or

THE JOHN BUDD COMPANY, Advertising Representatives
Brunswick Bldg. New York City
TRIBUNE BLDG. CHICAGO
Chemical Bldg. St. Louis

ing a copy of a telegram for \$1,000, and loaning two copybooks of letters, for which \$500 was paid. Of the amounts received Winkfield said he received one-third.

William Randolph Hearst, when he testified, told the committee that the only man who knew anything about the acquisition of the letters was John Eddy, now in London.

An amendment to the Post Office Appropriation bill, which prohibited the use of the mails to newspapers, magazines and other periodicals advertising intoxicating liquors or containing matter intended to promote the sale of stocks, bonds, etc., was proposed in the House of Representatives and debated for two days early this week. It was finally defeated. The Post Office bill was passed without the amendment being attached to it, but it is believed that the fight for its adoption will be renewed when it reaches the Senate.

New Times' Feature.

The New York Times Annalist, a weekly periodical of finance, commerce and economics, that is to contain the annals of the nation's progress, is to be launched by the Times on Monday. One of its aims is to acquaint the East with what is going on in the great industrial centers of the West.

PROGRESSIVE EDITORS MEET.

Form Press Association to Promote the Policies of the Party.

The Progressive Press Association of New York State was organized at Syracuse, Jan. 10. Twenty-two up-State papers are included in the association, which will promote the policy of the National Progressive party.

The association adopted resolutions to send Governor Sulzer a message asking that the law requiring the publication in papers of the sessions law be repealed.

Officers of the association were elected as follows: President, Judge Albert Dulin, New York; vice-president, O. B. Phillips, Lowville Journal, Lowville; executive committee, Hugo Abbott, Northern Tribune, Gouverneur; Fred B. King, Morning Herald, Gloversville; Edward M. Henry, Westchester Compass, White Plains; C. C. Clarke, Record, Perry; Edward Warren, Amsterdam News, New York; Harvey Backus, Andover News, Andover; C. D. Straight, Wayside Press, Olean.

The Eufaula (Okla.) Indian Journal has rounded out its thirty-seventh year. Dr. R. B. Burford is its present publisher.

CHICAGO DID GOOD BUSINESS.

Advertising Men Tell of Increases in Past Year and Future Prospects.

Among the features in the Chicago Examiner's Annual Review Number issued the first of the year were interviews by the leading advertising agents of that city. Optimism marked the attitude of these men and each reported increased business during the past year and greater prospects for 1913. Many large projects, invading entirely new fields, are to be carried through in the coming year and all are to be widely advertised.

S. A. Conover, of N. W. Ayer & Son, said that business had steadily increased all through 1912, and the prospects pointed to a much larger clientele in 1913. A. J. Dooley, vice-president of the Clague Agency, declared that present contracts and those pending to be closed within the next 60 days presaged for his company a year of unexampled activity in national advertising campaigns.

Major E. E. Critchfield, of the Taylor-Critchfield Co., stated that no year within the past twenty since the organization of his company had the volume of business been as pronounced as that in 1912. He feels that there never was a time when the outlook was more favorable than now.

The officers of other important agencies and advertising companies expressed themselves in the same tenor, and were all one in the belief that 1913 bids fair to outstrip 1912 by a very large percentage of business.

Sent First Parcels Post Package.

John Wanamaker, the "Merchant Prince," owner of stock in several successful daily newspapers, who first suggested the parcels post as Postmaster General, twenty years ago, sent the first package from the New York Post Office by parcels post, inaugurating the service. It was a silver vase, a gift to Postmaster General Frank H. Hitchcock, and sent through Postmaster Morgan, of the New York office. The parcel weighed ten pounds and eight ounces, and the cost of sending was fifty-seven cents.

New Hearing on Pulitzer Appraisal.

A hearing of the appraisal of the estate of Joseph Pulitzer was held on Jan. 6 before Appraiser Joseph L. Berry in the office of the Deputy State Controller. William B. Hornblower appeared for the estate. It is understood that Controller Sohmer contemplates making later hearings public. A transfer tax report on the Pulitzer estate submitted on Dec. 9 was rejected by Surrogate Cohalan, who said that securities held by the estate "had been grossly undervalued, possibly to the extent of many millions of dollars."

The new owners of the Waycross (Ga.) Evening Herald have changed that publication to a morning newspaper.

Do We Get the Blue Ribbon for 1912?

The Paterson Press and Sunday Chronicle

(Sunday edition of the Press) made an ACTUAL GAIN in 1912 over 1911 of

936,651 Agate Lines

of paid advertising. We believe this to be the record gain of any daily and Sunday newspaper in the United States.

PRESS-CHRONICLE CO., Publishers Paterson, N. J.

Wm. B. Bryant, Gen. Mgr.

PAYNE & YOUNG, Foreign Representatives, New York and Chicago.

Do You Monotype Your Ads?

There is buying power for the merchant in a neatly printed, well displayed ad.

It satisfies the advertiser because it pulls.

There is newspaper power and prestige for the publisher in his ability to help the advertiser tell about his goods in an attractive and forcible way.

Advertisers want distinctive types for body and display.

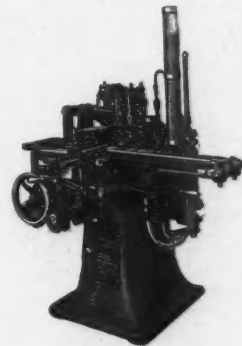
Distinctive types — to set by hand — cost money, and the only efficient composing machine substitute is the Monotype.

It offers to publishers the choice of 1000 faces — show the specimen book to the advertiser.

The Monotype automatically casts and sets — ready to print — any combination of Roman and boldface with two or three-line advertising figures at one operation.

And it casts for the cases all display type up to and including 36 point.

We will send you specimens of Monotype ad composition. They are convincing from the advertiser's and your own point of view.



LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

New York

Chicago

Boston

MILLER & RICHARD, Selling Agents for Canada, Toronto and Winnipeg

ASSOCIATED OHIO DAILIES.

Program of Annual Meeting in Columbus Jan. 21 and 22.

The twenty-eighth annual meeting of the Associated Ohio Dailies will be held at Columbus on Jan. 21 and 22. A number of timely addresses will be made and legislative matters of much importance to Ohio newspapers will be considered.

On the afternoon of the first day there will be a business session, which will also include discussion of the special topics in the reports of the committees, proposed new legislation and the movement to put newspapers under public utilities law. At the evening session the special committee on the proposed amendment to the libel law will make a report and several addresses will be given, including "Expert Appraisals of Newspaper Plants and Their Uses," by Hon. Walter W. Pollock.

Governor James M. Cox is announced as the principal speaker at the second day's session and addresses will be made by Bert M. Moses, New York, president of the Association of American Advertisers, on "Circulation"; William C. Archer on "Employers' Liability and Workmen's Compensation Law," and Judge Frederick A. Henry, Cleveland, on "Ohio's Libel Law and the Supreme Court's Decision in the Byers-Cleveland News Case."

In addition to the formal addresses President Jno. T. Mack announces a list of "fill-in topics" for general discussion, which includes such subjects as the newsprint situation, free publicity, contests and prizes during the year, the cost system, and methods of increasing circulation.

By the exercise of its option, held for the last three years, the Sheboygan (Wis.) Journal Publishing Co. has just come into possession of a large building from which it will publish the Journal.

BIG STORE FOR MEN ONLY.

Marshall Field & Co. to Erect a Building for Men's Goods.

Marshall Field & Co., of Chicago, will shortly begin the erection of a twenty-story steel and granite structure for store and office purposes "to house all sections selling men's merchandise."

Five floors will be devoted exclusively to selling men's and young men's merchandise. This new experiment in retail merchandizing will be watched with interest by newspaper and advertising men, as well as by retail merchants generally. The new building will be connected with the main building by a broad passage under Washington street.

It is stated that plans have been perfected which will make it the best-equipped store of its kind in the world.

Starting in this block in 1868 with 144,000 square feet at State and Washington streets for both the retail and wholesale stores, the holdings of Marshall Field & Co. for retail merchandise purposes will, with the erection of this new annex building and the one to replace the Trued and the LeMoine buildings at Randolph and Wabash streets, the construction of which will be begun May 1, aggregate almost 2,000,000 square feet, or about 44 acres, of floor space. It is reported that Marshall Field & Co. retail sell close on to \$40,000,000 in retail merchandise a year, and it is reported that the biggest store in New York City does a little over \$20,000,000.

Fire Destroys Newspaper Plant.

Le Libre Parole, a weekly paper of Quebec, Can., owned by Senator Choquette, was completely destroyed by fire last week. How the fire originated is unknown, but it is supposed to have been caused by an electric wire. The loss is about \$15,000, with an insurance of \$8,000. The paper will suspend publication for a few weeks, until a settlement is made with the underwriters.

Chicago Trade Press Election.

At the annual meeting of the Chicago Trade Press Association on Dec. 30 the following officers were elected for the ensuing year: President, F. D. Porter, of the National Builder; vice-president, W. B. Prescott, of the Inland Printer; treasurer, A. A. Gray, of the Electrical Review; secretary, John Groiner, of the National Hay and Grain Reporter; executive committee, H. J. Bohn, of the Hotel World; Tracy Luccock, of the American Lumberman, and W. J. McDonough, of the Dry Goods Reporter.

Berlin's Late-at-Night Newspaper.

Berlin is now said to be "gayer" than Paris at night, and the British youth who long for nocturnal novelties, are deserting Montmartre for the Friedrichstrasse. A newspaper called Das Kleine Nacht-journal (the Little Night Journal) has recently been launched for the benefit of theatre-goers and others who do not go to bed until after midnight. It is issued at 10:30 o'clock, in time to catch the throngs that pour into the cafes and restaurants after the theatre.

Fined Under Corrupt Practises Act.

J. N. Hoffman, ex-publisher of the Forest Grove (Ore.) Press, pleaded guilty last week to a violation of the corrupt practises act during the recent election, and was fined \$50 by Judge Campbell. Hoffman printed some unsigned circulars and also published a copy of the same in the Press. He stated that he did it unwittingly, and averred, however, that had it occurred to him that a signature was necessary he would have signed the article.

Newsies Enjoyed Big Feast.

The McKeesport Daily News gave its fourteenth annual dinner to the three hundred newspaper boys of that city and surrounding towns on Jan. 1. There was no end of merriment at this feast, and the newsies voted it a good starter for the new year.

'T WAS ONLY A FIRE DRILL.

Candidates for Journalism at N. Y. U. Waste a Lot of Energy.

Four cub reporters belonging to the New York University's evening class in journalism, were ready to weep one night recently when a fire drill failed to give them a chance to write a "thriller."

When George B. Hotchkiss, professor in news writing, made the prophetic announcement early in the evening that the fire bell would be sounded and named the exact time, fifteen noses sniffed for news with one accord. Three lucky youths and a young woman were assigned to "cover the street," while the rest were stationed on the fire escapes, the roof and stairways.

It was exactly nine forty when the alarm sounded. With a wild rush that seemed to forbode a panic story, a number of students made a dash for the stairways and started down the dozen flights of long winding stairs at break-neck speed. Failing to smell smoke and suddenly realizing that it was only a fire drill, the leaders called a halt, and in bitter terms discussed the great amount of energy they had wasted.

To the surprise of everybody, it took only a minute for the first cub to reach the street. Later, in an interview, this Mercury admitted that he was on the ground floor when the alarm rang.

PATENTS RECENTLY ISSUED.

1,049,518—LINE CASTING MACHINE. Sigurd C. Nielsen, Brooklyn, assignor to Mergenthaler Linotype Co., New York.

1,049,878—PRINTER'S ROLLER COMPOSITION AND METHOD OF MAKING THE SAME. Edwin J. Larkin, New Orleans, assignor to Airless Tube Filler Co., New Orleans.

1,049,919—PROOF PRESS. Edward Richard, Chicago.

SPHINX CLUB DINNER.

Presidents or Representatives of Fifteen Leading Advertising Associations Present as Guests—Cyrus H. K. Curtis, New Owner of the Philadelphia Ledger, Urges Co-operation for Common Good.

There was a snap and a go to the Sphinx Club dinner at the Waldorf-Astoria on Tuesday night that everybody who attended enjoyed. It started on time, the service was prompt, as it always is at the Waldorf, the music was catchy and full of ginger, and the speeches, although fifteen in number, were interesting and at the same time so brief that the end of the program was reached at 11.15 o'clock.

The unique feature of the dinner was the assembling, as guests of the club, of the presidents, vice-presidents or chairmen of fifteen of the leading advertising and newspaper organizations of New York, Philadelphia, Boston and Chicago. The list included:

George W. Coleman, president, Associated Advertising Clubs of America; Bert M. Moses, president, Association of American Advertisers; L. C. Chesney, president, Advertising Managers' Association; W. H. Ingersoll, president, Advertising Men's League; H. L. Bridgman, vice-president, American Newspaper Publishers' Association, Chairman, Publishers' Association of New York City; William H. Johns, chairman, Association of New York Advertising Agents; R. G. Gould, president, Atlas Club, Chicago; J. W. Adams, general manager, Daily Newspaper Association; Cyrus H. K. Curtis, president, Periodical Publishers' Association; Carol Swan, president, Pilgrim Publicity Association, Boston; Hugh O'Donnell, vice-president, Poor Richard Club, Philadelphia; Richard H. Waldo, president, Quoin Club; F. L. F. Gauss, president, Representatives' Club; M. D. Hunton, president, Six-Point League; Harry Tipper, president, Technical Publicity Association.

TOASTMASTER ARMSTRONG'S SPEECH.

President Collin Armstrong, who acted as toastmaster, in the course of his introductory remarks said:

"No one, man or group of men can bring to pass the millennium in advertising, but all of us working shoulder to shoulder have, can and will make desirable progress toward the attainment of our ideals. The purpose and value of such a gathering as this is to assure each other that we are making progress in that direction, to encourage each other for further and more enlightened exertions and, most important of all, to strengthen the belief that we are working in harmony and in deepest sympathy for the common good of all.

"An indefatigable student of Biblical history told me recently that from authentic sources he had discovered why the lions did not devour the prophet Daniel. He said that when they approached and sniffed the appetizing man of God he patted them on their noses and said: 'Now remember, if you eat me you will have to make an after-dinner speech.' That saved his life. We have at this board those who are braver than those lions. They have partaken, knowing full well the penalty they must pay. Let me assure you that every one of them has done braver things than this.

"But the task before them has this mitigating element. The statistician of the club informs me after painstaking and accurate calculation that if we are to complete our program in time for our suburban brothers to catch the last train to Rahway, Hobokus, Jericho, Mamaroneck or Valhalla, or if our local married brothers are to get home in time to escape suspicion of having been elsewhere than at this dinner, the time consumed by each speaker should not exceed five or six minutes. I am going to keep within that limit so that you can't accuse me of taking any of the valuable time belonging to our guests.

"The Sphinx Club welcomes you all most heartily. We want you to know that our aims and efforts are toward the same goal that yours are directed. We want you to know that we believe in the efficiency of co-operation, and desire to give and receive the encouragement of sincere sympathy. Each one of you could talk to us for many times five minutes to our enlightenment and advantage, but we will appreciate the brief message you bring us now as earnest of greater helpfulness in the future.

"I am going to reverse the customary order of things—that of giving precedent to age—and call first upon the youngest of our guests. His career is a conspicuous refutation of Dr. Osler's theory or contention. In fact, if that doctor's standard of usefulness had been legally established a couple of decades ago we would not have our distinguished friend with us to-night; nor would many of the rest of us be here. Measured by the success he has attained, he is still in his teens, hence easily the junior of all of us; and still growing with all the vigor and enthusiasm of youth. Guests and fellow-members, it is with very great pleasure that I present to you one who stands pre-eminently for good and honest advertising—Mr. Cyrus H. K. Curtis, president of the Periodical Publishers Association."

MR. CURTIS TELLS A STORY.

As Mr. Curtis arose to respond the diners, with one accord, sprang to their feet and gave him a rousing salute. The warmth of the greeting surprised Mr. Curtis and he stood smiling and bowing for several moments before he was allowed to proceed with his remarks.

"I want to apologize for being late to-night," he said, "as I am usually prompt in my attendance at functions at which I am an invited guest. My excuse lies in the fact that when I arrived at my hotel to-night I had neglected to provide myself with certain parts of my wardrobe which are deemed essential on occasions of this kind.

"I made inquiries as to the location of stores where they have second-hand dress-suits for hire and visited several of them. Unfortunately none of them had a suit left, and when I asked the reason one of the dealers replied:

"The Sphinx Club is giving a dinner to-night."

"Fortunately I met an old friend of mine at the hotel who, when I mentioned my predicament, kindly came to my relief by loaning me his dress-suit, he being about my size."

Mr. Curtis complimented the club on its ability to gather at one table on a given night the presidents of so many important advertising organizations.

"I am glad," said he, "that you gentlemen representing the various associations have been able to sit together even for to-night. The question now suggests itself, after getting together can you not remain together, working harmoniously to advance the best interests of advertising and publishing generally. There are many problems to be solved and much to be done.

"Down in Philadelphia every once in a while the Curtis Publishing Co. gets its forty advertising representatives together for a conference that lasts two or three days. The first day the men make reports and submit suggestions for the improvement of the advertising department. These are discussed, and sometimes considerable heat is developed in arguing a subject. There are disagreements on this and that proposition. On the second-day the discussions are more temperate, the men show a little more consideration for each other's views. On the third and last day of the conference all differences disappear and they come to a harmonious agreement on all the important subjects they have discussed.

"I am sure that if you gentlemen will stay together that while your views on many important subjects may at first seriously differ, in the end you will be able to unite on lines of action that will result in the improvement and upbuild-

THE NEWEST THING IN DAILY COMICS WELLMAN'S KOMIK KOLUM

Begins publication Feb. 3rd, 1913

A conglomeration of verses, illustrations, small series, departments, etc.

The International Syndicate - Baltimore, Md.



The Special Service Co.

Composed of Men and Women of Newspaper Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

COMMENT BY SENATOR BRISTOW

We have just arranged for a new series of special articles by the Kansas Senator, analyzing developments at Washington before and after the change of administrations. The articles will average about 1,000 words, and will be released weekly. They are bound to attract widespread attention. Wire us to reserve territory.

THE CENTRAL PRESS ASSOCIATION, Cleveland

ing of the entire advertising business."

Mr. Curtis's remarks were warmly applauded.

George W. Coleman, president of the Associated Advertising Clubs of America, the next speaker, alluded to the significance of the occasion.

"It is certainly remarkable," he said, "to see men representing so many different advertising interests breaking bread together. It typifies the spirit of good fellowship that is spreading abroad among business men in all parts of the country. Some of these associations do not belong to the Associated Advertising Clubs of America, but one of these days we hope to see you all members of the national body."

Mr. Coleman spoke enthusiastically of the forthcoming convention of ad clubs at Baltimore and urged all present to attend the sessions next June.

Following Messrs. Curtis and Coleman were addresses by the representatives of all the other organizations. The speakers confined their remarks to the time limit of five minutes. Each one had a few words to say about his own association, principally upon the work it was doing to improve present conditions. R. G. Gould, president of the Atlas Club of Chicago, and Carol Swan, president of the Pilgrim Publicity Association of Boston, spoke of the new buildings now in process of erection in those two cities which are to be devoted exclusively to the accommodation of advertising men. It was agreed by the

(Continued on page 18.)

The very best

New Daily Comic

on the market

"THE NEARLYWEDS"

By GEORGE McMANUS

Write for details

National News Association
200 William St., New York City

Adams Features

GET Today's News Today "By United Press"

General Office:

WORLD BLDG., NEW YORK

It is a fact that
Without exception

THE BEST DAILY COMICS

AND

THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate

45 West 34th Street, New York City

Bingville Bugle

is the best full-page Sunday mat service syndicated.

Want proofs?

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Mgr.

All Circulation Contests operated by us during 1913 will be "personally conducted" by Frank Hicks, General Manager of this Company

WIRE



WRITE

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service. Address: Herald Square, New York City. Canadian Branch: Desbarats Bldg., Montreal

THE NEW YORK HERALD

announces
its daily and Sunday circulation

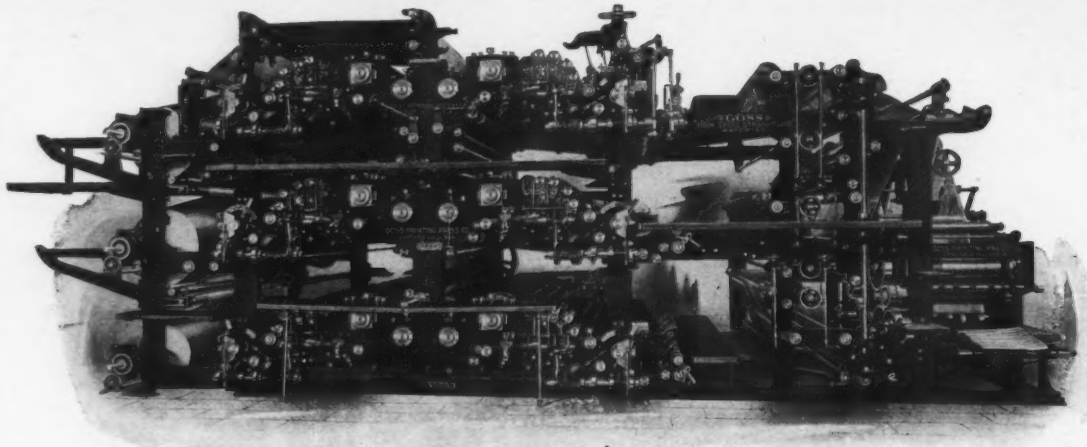
Daily Circulation 112,000 Copies
(Average for last six months of 1912)

Sunday Circulation 240,000 Copies
(Average for last six months of 1912)

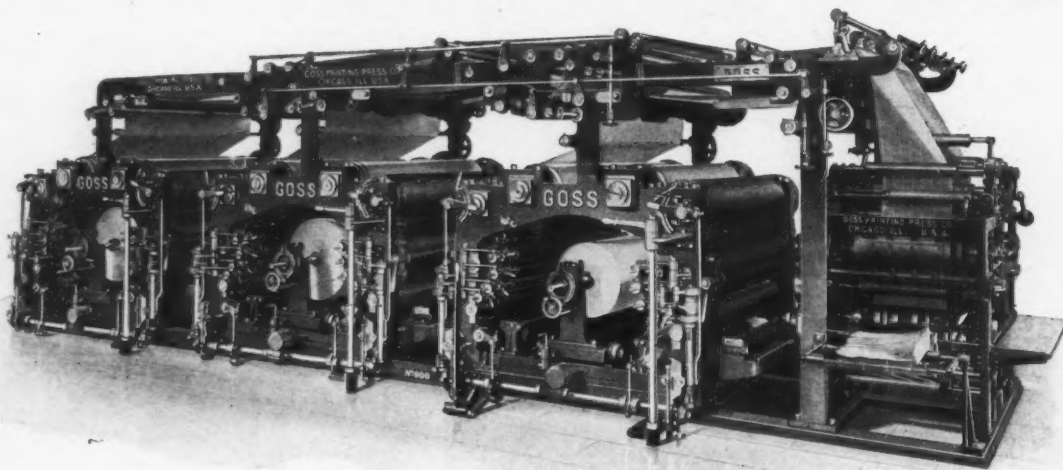
THE NEW YORK HERALD annually sells
millions of dollars of merchandise for its advertisers.

The
GOSS
High Speed
Sextuple Press
No. 160

The Fastest Newspaper
Press Ever Produced
Patented



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folders at other end.



The
GOSS
Tandem Patented
Special
High Speed
Sextuple Press
No. 161
Low Construction

Rolls of paper can be placed at end of press, between presses, above presses, or from sub-basement.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.

Built in all sizes and styles up to double Octuple, to fit the requirements of floor space and low ceilings.

All presses constructed so that additional decks or sections can be added at any future time.

We manufacture Newspaper, Magazine, Color and Half-Tone Presses, and all kinds of special rotary presses, for black and extra color work.

All High-Speed Straightline Presses have our latest inventions, such as:

PATENTED RAPID SAFETY PLATE CLAMPS—One-quarter turn of special wrench locks the entire plate.

PATENTED ROTARY FOLDING GUIDE—the greatest invention of the age.

PATENTED INKING FOUNTAINS—(Piano key action) setting all columns from outside of press.

• **PATENTED ROLLER SOCKETS**—with safety lock and quick throw-off.

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

PATENTED CUTTING AND COLLECTING CYLINDERS—Prevents shavings or ribbons on collected products.

Ask your pressman if he has any of the above improvements on his presses of other makers.

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

It will be to your interest to see us before purchasing.

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

SOUTH AMERICAN NEWSPAPER NOTES.

Characteristics of the Latin Country Dailies—Elaborate Heads Regarded as Dangerously Sensational—La Prensa's Pre-eminence—Long Editorials Popular.

By Ernest T. Simondetti.

[In a recent message to Congress, speaking of extending our trade to foreign countries, President Taft said: "We need American newspapers in those countries and proper means for public information about them. We need to assure the permanency of a trained foreign service. We need legislation enabling the members of the foreign service to be systematically brought in direct contact with the industrial, manufacturing and exporting interests of this country in order that American business men may enter the foreign field with a clear perception of the exact conditions to be dealt with and the officers themselves may prosecute their work with a clear idea of what American industrial and manufacturing interests require."

In order therefore to direct the attention of newspaper men to this need and enlighten them regarding present day journalistic conditions and tendencies in the more rapidly growing and fertile field—the Latin-American countries, Monsieur Simondetti, perhaps the best informed newspaper man in America on South American journalism, was asked to contribute the following article and to discuss journalistic conditions and tendencies in that land of opportunities.—Ed.]

Of Latin-American newspapers, those of Argentine, Brazil, Chile, Mexico and Cuba alone respond in any way to the progress of modern journalism.

The daily press of the last two mentioned countries, however, must be dealt with separately, particularly that of Mexico, which about six years ago underwent a complete revolution, American newspaper methods having then forced their way into the neighboring Republic.

Argentine, Brazil and Chile are the South American countries which, owing to their great economical development and to the influx of European emigration, have assumed more rapidly a distinct individual character which is reflected in their press.

FOLLOW SPANISH MODELS.

While in general appearance the large South American newspapers resemble their English contemporaries, in the treatment of news they follow more closely the French and Spanish methods.

What first strikes an American newspaperman is the complete absence of set rules in their make-up. Little or no attempt is made to obtain a symmetrical and harmonious display and the only effort towards uniformity consists in grouping foreign and local news so that they will appear in separate columns. The make-up editor is thus saved much trouble and time, for he simply "slams in" the stories as they come along, and where one ends the other begins, whether this be near the top or the bottom of the column.

STORIES WRITTEN CHRONOLOGICALLY.

In the writing of news stories the chronological order is usually strictly adhered to, so that often the most important facts are contained in the last paragraphs. As to heads, they consist of one or two lines, and occasionally they chance to give a correct idea of what the article is about. The South American editor persists in regarding the use of more elaborate and explanatory heads as a manifestation of dangerous sensationalism. That even the busy man, at times, must read the whole newspaper before finding what he wants, has no effect in changing the editor's deeply rooted point of view.

It is but seldom that more than one editorial appears at a time. This is usually well written, but much longer than the average editorial in American newspapers. The brief, to-the-point, one-driving-blow editorial does not seem to agree with the rather pompous and rhetorical Spanish and Portuguese languages, or the spirit of the readers.

In this respect I recall that a South American editor told me a few days before Easter that he had been very busy the previous four days writing a fourteen-column editorial on the significance of Holy Week!

As for the crisp, sparkling, humorous or biting paragraph, that is entirely out-



ERNEST T. SIMONDETTI.

side of the pale of South American journalism.

Leading dailies of the Southern Continent publish a greater amount of foreign news than the corresponding American publications. This lesser degree of "provincialism" on their part, in some countries is due to the absence of a great social and political life, and in others to the presence of large foreign colonies, composed of Latins who, possessing either an identical or similar language to that of the adopted country, constitute a potent element in the circulation of newspapers.

With the exception of La Prensa of Buenos Aires, all the dailies referred to receive their telegraphic news from the French agency, "Havas." Some of them, however, as La Argentina of Buenos Aires and El Mercurio of Chile, use also brief supplementary services from special correspondents.

Although the home office of the "Havas" in Paris receives from the Associated Press an American news service of 600 words per night, only a few of the items find their way to South America, and they usually refer to disasters, railroad wrecks, floods and lynchings.

Sunday editions are sometimes larger than those of other days, but they do not strive after special features, and no effort is made to divide them into sections according to subjects.

"Extras" are but rarely issued. In Argentine and Chile the daily newspaper advertising is large, frequently larger than in New York, but it does not increase very perceptibly on Sundays, while in Rio Janeiro Sunday advertising is becoming much heavier than that of other days.

With the exception of Argentine, where certain restrictions are imposed by law, no inclination has thus far been shown to reject doubtful patent medicine advertising or ads, the wording of

which would be objectionable in this country.

Space for display advertising is generally sold by the centimeter (0.3937 inch) or by the line of six points, which is the measure mostly used by French patent medicines and perfumery dealers, who constitute the largest foreign advertisers in South America.

The agate line measure is not used, but the most important publications will quote inch rates to American advertisers.

It is a common practice to offer premiums to yearly subscribers, but no efforts are made to "put on" circulation by contests or other schemes devised by the fruitful imagination of American circulation managers. Sworn or definite statements as to the number of copies printed and sold are not customary, and consequently actual circulation is in many cases much smaller than that claimed by the publishers. This is especially true of small publications when soliciting foreign advertising.

Many large newspapers are now using American presses, although a few still favor those of French make, which, for a time, dominated South American markets.

White paper is received from the United States, Canada and Germany. Engraving machinery is either American, French or German. Cuts are but sparingly used and not with very good results, owing more to the lack of skilled engravers and inexperience of editors than to the want of proper equipment.

In spite of the general belief that South Americans are fond of gaudy tints, printing in colors has not met with popular favor, El Mercurio, of Chile, being the only newspaper that prints some of its ads in red.

The degree of progress of newspapers is in direct relation to the economical and political development of the country in which they are published and of all Latin-American dailies, those of Argentine rank first in prestige, circulation and advertising.

This is not only due to the complete freedom of the press existing there and to the high average of the public's reading capacity, but also to the fact that the publishing of newspapers in that Republic is practically centralized in the capital.

The leading morning dailies published in Buenos Aires are: La Prensa, with a net circulation of 150,000 to 160,000 copies; La Argentina, which claims an equal circulation, but is said to have less than 100,000 and La Nacion, with an estimated circulation of about 40,000. This paper enjoys considerable prestige, is read principally by the old, conservative Spanish element, and, like La Argentina, is anti-American in its editorial policy.

About one-half of the circulation of these papers is out of town, and extends to the remotest corners of the republic.

The leading afternoon papers are, La Razon and El Diario.

It is impossible to deal with the South American press without making special and detailed mention of La Prensa's organization, for this has set new standards of newspaper enterprise and public usefulness, not only for its Argentine and South American contemporaries, but also for those of the entire world.

Since its foundation in 1869, La Prensa has been a one-man's property. Its founder, Dr. José Paz, died in March, 1912, and his son, Ezequiel Paz, is its present owner.

Few men in Argentine have had more influence in the affairs of the nation than the late proprietor, and had he wished, he could have occupied the highest places in the Government, but he was the first to observe the rule made by him, that no one actively connected with his newspaper should accept an official position.

La Prensa is the only newspaper in

the world whose offices occupy exclusively two entire buildings, the largest of which is 175 feet high, with two underground basements, and cost \$2,000,000 to construct and decorate.

The wonders of this newspaper office have been told so many times in the columns of THE EDITOR AND PUBLISHER that it is not necessary for me to describe them in detail at this time. In brief, it maintains a medical department, bacteriological and chemical sections, an industrial and agricultural department, a legal department, a popular school of music, a library, three assembly rooms, and a large concert room.

Argentine is far removed from the main arteries of civilization, but the faintest heart-beats of the world are recorded in La Prensa, which spends \$20,000 a month for the most comprehensive four to forty-two pages, twenty-two and one-half inches long, seven columns, thirteen ems wide, publishing an average of 2,000 classified ads, besides five to ten pages of auctions sales and five to ten pages of display advertising, the reading matter occupying from eight to ten pages.

The nominal street sale price is seven cents (Argentine Cy.), but the newsboys, who pay five cents a copy, sell it for ten, as none in Buenos Aires ever thinks of asking for three cents change.

LA PRENSA'S PROFITS.

La Prensa's yearly profits are said to be very close to \$1,000,000.

Remarkable as the foregoing is, more interesting to the American publisher is the unique position of independence this paper occupies in relation to patrons.

This position is made possible mainly by a peculiar business condition of the country, namely, that practically all rural and city real estate transactions—amounting to millions of dollars daily—in Argentine are made at auction. A commission of five per cent. on the amount of the sales is received by the auctioneer, who, however, must pay all expenses, the principal one being that incurred for advertising, as the auctioneer depends entirely upon the daily notices to attract the public to the sales.

For years La Prensa has carried the bulk of the auction advertising, much of this being carried also by La Nacion.

I know of no newspaper in Latin-America, United States, Canada, Australia or Europe that is economically and therefore editorially more independent than La Prensa, and that could assert its independence in the same way; to wit:

ADVERTISING RATES.

La Prensa grants a reduction of twenty-five per cent. on its advertising rates: \$6 per centimeter, or \$1,500 (Argentine Cy. \$1 Argentine equals 42 1/2 cents U. S. Cy.) per page to those who advertise exclusively in its columns.

It will not undertake to publish all advertisements on a stated date, compelling the advertiser to wait his turn if the allotted advertising space for one or more days has been previously taken.

A few years ago a new daily was founded in Buenos Aires, La Argentina, which, owing to its enterprising editorial methods, soon acquired a large circulation, for a time larger than that of any other newspaper in Buenos Aires. This publication soon obtained a fair share of the general advertising, but struggle as it would, it was unable to reach the "juiciest" and richest part of it, that given out by the auctioneers. La Argentina was not long in discovering that La Prensa, with the support of La Nacion, had served notice on the auctioneers that if they advertised in La Argentina their ads would not be accepted in La Prensa's columns.

The auctioneers, although disposing of appropriations totaling a very large amount, did not dare abandon La Prensa.

For one year La Argentina waged a furious war against the auctioneers and their business, but finally gave it up.

(Continued on page 14.)

Convincing The Advertising Manager

Advertising Department — Hudson Motor Car Company — Applies Test

An Episode in Selling

Being the Story of an Advertising Manager Who had to be shown and the Newspaper Manager Who Made Good — Demonstrating Also that Both in its Obligation to its Readers and Duty to its Advertisers, "Service Counts."

THE individual or company that has something to sell must seek those channels of publicity that will bring their wares to the attention of those who are in the market to buy them.

The advertiser is in many instances obliged to pay a rate based on large circulation numbers; whereas, what he has to sell appeals only to a small percentage of that circulation.

Quality circulation, as distinguished from quantity, is today the watchword in the advertising world, and quality circulation is nothing more nor less than that circulation that finds its way into the home and into the hands of discriminating readers.

The Advertising Manager

THE newspaper that would best serve its advertising clients is that newspaper that would serve its readers best.

Show me a publication whose readers look forward to its coming, who admire it for its character, its policies and its ideals and I will show you advertisers who are obtaining substantial, satisfactory results.

An advertisement must be introduced into the home under auspices that will make it a welcome caller. The greater the degree of wholesomeness and cleanliness with which it is surrounded, the greater the degree of its impression of genuineness and dependability.

The Newspaper Manager

The Challenge

DETROIT SATURDAY NIGHT has for a number of years participated liberally in the advertising patronage of the Hudson Motor Car Co. The advertising manager of this company bought Detroit Saturday Night's service on the representations made to him by the paper's representative.

Detroit Saturday Night's service was sold to the Hudson Motor Car Co. as it is to every other advertiser—on the basis of quality, not quantity. It was represented to him that this publication, because of its general atmosphere of cleanliness, its advocacy of the highest ideals in the individual and community life, its general appeal to the reader of intelligence and discrimination—must necessarily make it a good and proper medium in which to make his announcements; and being a careful and discriminating advertiser he saw the force of the salesman's argument.

But there came the time when the advertising manager determined to ascertain in his own way and without any participation whatever on the part of

"Are you willing to abide by whatever decision I



William R. Orr

General Manager Detroit Saturday Night

He says: "Service to the advertiser consists primarily of three elements: first, giving the advertisement a clean, effective make-up; second, surrounding it with a class of reading matter that will be conducive of genuine admiration for the entire publication; and third, introducing the advertisement to a market that is in position to buy the commodity advertised. SERVICE COUNTS."

The subscriber was informed that it was not necessary to sign the return card. The advertising manager with a corresponding number alongside the name on the subscription list as a means of identifying the sender" explains the advertising manager. "I wanted

The Analysis

AND what did the advertising manager say when he finally had the tabulated result placed before him?

"Satisfied? Well, I should say so. I want to say that I had anticipated returns favorable to Detroit Saturday Night but I really didn't expect so excellent a showing. I'M SOLD."

Now let us just analyze these figures briefly. The expert advertising manager, trained and experienced in such matters, caught their significance at a glance. But the average reader is not expected to be so well informed, hence this analysis.

At the time the postal card referendum was taken by the advertising manager of the Hudson Motor Car Co. this publication was only five and a half years old. SO THE AVERAGE SUBSCRIBER HAD BEEN A READER FOR MORE THAN A HALF OF THE PAPER'S FULL LIFETIME.

The Detroit Saturday Night referendum was a referendum solely and exclusively of the home. It did not embrace the libraries where hundreds read it weekly. of Detroit Saturday Night, while one of the most prominent physicians in the city stated that from

"Are you willing to abide by whatever decision I shall arrive at in any test I shall deem it wise to make?" the advertising manager asked.

"Most assuredly," replied the general manager, "provided it is no more severe or exacting than you would put any other publication to under the same circumstances."

"I can assure you it will not be. But just one thing more: it must be understood that you are not to know the details of this test until after it is completed. Are you satisfied to permit me to go that far?"

"You can go as far as you like. I have the utmost confidence in my proposition and I have confidence in you," was the general manager's response.

"Very well, then; you may send me your original, private subscription books."

Now newspaper publishers as a rule regard their subscription lists as something sacred—something not to be disclosed to the scrutiny of an outsider, and ordinarily such a request as this is met with a flat refusal. But not so in this case. Instead of denouncing it as a piece of nerve on the part of the advertising manager the newspaperman recognized it as a move that gave promise of most interesting developments and the list was forthwith placed in his possession.

This is what he did with it:

He instructed one of his office girls to select at random five hundred names and addresses—to select them without regard to social or financial standing, residence district or any other distinction whatsoever. He then had five hundred return postal cards printed on which he asked the subscriber to designate how long he had taken Detroit Saturday Night, what departments he was interested in, how many members of his family read it and whether he regarded it as a good advertising medium.

Hudson Motor Car Co.,
Detroit, Mich.

I have taken the Detroit Saturday Night 5 years
(I do) ~~(I do not)~~ read it regularly.
I like the paper for its Editorials, Policies, Society,
Items, Pictures. (Check those that appeal to you.)
4 members of my family read the paper.
From the manner in which its advertisements influence
me (I do) ~~(I do not)~~ regard it as a good advertising
medium.

It is not necessary to sign this card.

418

One of the cards which bore an identification number.

The subscriber was instructed to sign the return card. The advertising manager with a corresponding number alongside the name on the subscription list as a means of identifying the sender," explains the advertising manager. "I wanted to determine what class of people were readers of Detroit Saturday Night."

Before stating the result of this postal card referendum we would remark that the returns from this installment of 500 postal cards were so greatly in excess of expectations that the advertising manager had his office girl select a second five hundred names and canvass them in the same manner as before.

"On these I omitted the identification number," he states, "because I thought possibly many subscribers, guessing that their identify could be established responded in more glowing terms than they would have, had they believed it was altogether impossible to determine their identity."

The Result

INSIDE of seventy-six hours after each batch of postal cards was mailed, fifty per cent. of the subscribers replied with the return cards.

In the first five hundred, these cards being numbered, the returns showed that THE AVERAGE SUBSCRIBER IS A READER OF DETROIT SATURDAY NIGHT FOR AN AVERAGE OF THREE YEARS.

In these same returns it was shown that the average number of readers of Detroit Saturday Night in a family was three and one-third.

In the returns which bore no identification marks whatever, the average subscription period remained at the first figures—three years—but the average number of members to the family reading Detroit Saturday Night increased to three and one-half.

In nine out of ten instances the subscriber indicated a majority of the departments and features of the paper and scores signed their names notwithstanding that they were not requested to.

It is an interesting fact that in the returns from the batch of cards which bore no identification numbers there was a greater percentage of signatures than in the first five hundred.

IN THE REPLIES TO THE FIRST CARDS SENT OUT NINETY-SIX PER CENT. OF THE SUBSCRIBERS STATED THAT THEY REGARD DETROIT SATURDAY NIGHT AS A GOOD ADVERTISING MEDIUM.

In the replies to the second batch, these being unnumbered and impossible of identification in any manner whatsoever, NINETY-EIGHT AND ONE-THIRD PER CENT. OF THE SUBSCRIBERS TESTIFIED TO THE HIGH OPINION IN WHICH THEY HOLD DETROIT SATURDAY NIGHT AS AN ADVERTISING MEDIUM.

of Detroit Saturday Night, while one of the most prominent physicians in the city stated that from seventy-five to one hundred patients read the paper in his office each month.

The home circulation of a weekly newspaper of the standard of Detroit Saturday Night means more than the home circulation of the average daily, because the daily, generally hurriedly and scantily read, is quickly thrown aside; whereas, Detroit Saturday Night remains on the library table the greater part of the week.

And what of the ninety-six and the ninety-eight and one-third per cent. of the subscribers who say they regard Detroit Saturday Night as a good advertising medium? Why do they so testify? The answer is obvious. It is because they read the advertisements and, what is of more importance to the advertising man, they act on them.

You ask what of the remainder—what were their replies as to the advertising value of Detroit Saturday Night? LESS THAN ONE PER CENT. INDICATED THAT THEY BELIEVED DETROIT SATURDAY NIGHT WAS NOT A GOOD ADVERTISING MEDIUM, while the remainder refrained from expressing themselves in either direction.

This was undoubtedly one of the most unique and at the same time one of the most effective and farthest reaching tests ever made to determine a newspaper's value to the advertiser.

The test proved Detroit Saturday Night's service.

It vindicated its publisher's policies and their estimate of what the public demands in the way of cleanliness and wholesomeness in both the advertising and editorial columns.

It justifies other advertisers for the confidence they have reposed in Detroit Saturday Night.

It also points the way for the future. It bespeaks continued effort on the part of the publishers to not only maintain its high standard of efficiency but to constantly strive to make it still more effective.

Detroit Saturday Night is glad the test was made.

Hudson Motor Car Company,
Detroit, Michigan.

I have taken the Detroit Saturday Night 5 years.
(I do) ~~(I do not)~~ read it regularly.
I like the paper for its Editorials, Policies, Society
Items, Pictures. (Check those that appeal to you.)
all members of my family read the paper.
From the manner in which its advertisements influence
me (I do) ~~(I do not)~~ regard it as a good advertising
medium.

It is not necessary to sign this card.

A typical example of the second return postals.

ANTISDEL REGAINING HEALTH.

Special New York Agent Recovering from a Severe Illness.

James F. Antisdel's many friends in advertising and publishing circles will be delighted to learn that he is regaining his health and strength very rapidly at the Post-Graduate Hospital where he is convalescing.

Mr. Antisdel is one of the pioneers in the East in the special newspaper rep-



SAM DU BOIS.

resentation field in which capacity he has served the Clover Leaf publications and the Milwaukee Journal long and ably.

C. D. Bertolet, the general advertising manager for the Good Luck papers and the Milwaukee Journal, with offices in the Boyce building, Chicago, was in the city for some days last week and strengthened the Eastern organization by employing the well-known special Sam W. Du Bois, who for the past six years has represented many of the leading daily newspapers of the United States in association with J. C. Wilberding and other specials.

Mr. Du Bois will be associated in the Eastern office with J. F. Antisdel and A. K. Hammond.

James M. Cox Inaugurated Governor.

The ceremonies attending the inauguration on Monday of James M. Cox, published of Dayton News, as Governor of Ohio took place at Columbus in the presence of thousands of people who came from every section of the State. It was the most brilliant inaugural in the history of the State. The parade, headed by Gov. Cox and ex-Gov. Harmon in a carriage drawn by four white horses, was made up of many companies of State militia and Federal troops, followed by clubs in full regalia from various cities. Gov. Cox was sworn in by Chief Justice Shank in the rotunda of the Capitol. In the evening Gov. Cox and his family held a reception in the Senate chamber. A ball in Memorial Hall, to which 5,000 were invited, followed.

Small Town Advantages Plus Metropolitan Distribution [Are Found] in Philadelphia

The "Small Town" Field has lately been much exploited as offering the ideal "home" conditions so much desired by general advertisers. The field is good—that may readily be granted—but distribution is often the difficult problem.

In Philadelphia the conditions sought in the small town field are combined with adequate distribution facilities. The 28 communities, comprising over 346,000 separate homes, which were consolidated to make the greater Philadelphia, preserve to this day their individual characteristics, habits, and traditions.

It is a "City of Small Towns" as well as a City of Homes.

The Philadelphia Bulletin

with a circulation of 291,581 so thoroughly covers the field that many astute advertisers find in "The Bulletin" a direct road to this desirable market.

If you "WANT Philadelphia" you NEED The Bulletin

November Circulation

291,581 Copies a Day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

CITY HALL SQUARE, PHILADELPHIA.

CHICAGO OFFICE—

J. E. Verree, Steger Building.

NEW YORK OFFICE—

Dan A. Carroll, Tribune Building.

House Warming at Louisville.

Thousands of admiring friends of the Times and Louisville Courier Journal visited the new home of those newspapers in that city during the afternoon and evening of Saturday. The visitors were shown over the entire plant and marvelled at the facilities and superb equipment that met their eyes.

Made a Hit with Pittsburghers.

The Pittsburgh Post's annual review, issued Jan. 1, was printed in four sections and contained thirty pages of news matter and advertising. The first ten pages gave the record in industrial, financial, railroad, real estate, oil and gas operations; also in coal, mining, iron, steel and coke products. It was a fine number and made a distinct hit with Pittsburghers.

Sentinel Employees Have Love Feast.

The employees of the Winston-Salem (N. C.) Sentinel were given a dinner by the management of that paper on Dec. 30 which proved a most delightful affair. R. E. Carmichael, the oldest in service, who presided, reviewed the progress made by the Sentinel during the past few years. Other members of the staff dwelt upon the spirit of harmony that obtained in the Sentinel family and thanked the management for its untiring co-operation with the working staff. Rufus A. Shore, business manager of the paper, talked on the development of the Sentinel.

The German-American Press Association of St. Louis has filed a statement increasing its capital stock from \$1,000,000 to \$1,200,000.

SO. AMERICAN PAPERS.

(Continued from page 11.)

having obtained no practical results, and thus silently acknowledging its defeat.

The leading morning newspapers of Brazil, published in Rio Janeiro, are: The Journal do Commercio, with about 22,000 circulation; the Journal do Brazil, with an estimated circulation of 30,000 to 35,000, and O'Pais, with an estimated circulation of 15,000.

The greatest rivalry exists between the first two mentioned. The Journal do Commercio is a very influential, but extremely conservative newspaper, owned by Carlos Rodrigues, a prominent Brazilian journalist and business man, well known in the United States, where he resided many years.

The Journal do Brazil, whose proprietor, Count d'Almeida, is at present in this country, on a commission from his Government, although a much younger publication, has made rapid strides on account of its more modern methods. Both these newspapers publish from twelve to twenty-four pages daily, with large Sunday editions.

The Journal do Commercio, which also publishes an evening edition, was the first to construct on the famous Avenida Central a large building, the greater part of which is occupied by offices, among others those of the American Consulate.

The Journal do Brazil then built on the opposite side of the Avenida a modern structure with a high dome, rising above all others.

The Journal do Commercio, not to be outdone, has just completed on its building a dome several feet higher than that of the Journal do Brazil, besides opening for public use a large assembly room for meetings and lectures. It is also organizing a permanent exhibition of American goods. The policy of both the mentioned papers is friendly to the United States.

Chile has one large modern newspaper, El Mercurio, which publishes simultaneously two editions; one in Santiago, the federal capital, and one in Valparaiso, the principal port, although the two cities are less than one hundred miles apart. Its two buildings are modern and contain several departments managed for the benefit of the public. The paper is strictly up to date in every respect and publishes from sixteen to twenty-four pages daily.

Montreal Star Issues Auto Book.

The Montreal Star has recently issued the Automobile Blue Book of Montreal in the interests of the automobile manufacturers of Canada. The book is the result of an exhaustive analysis of the automobile situation in that city based upon a special census taken by the Star. Most of the information collected is published for the first time, and the publication is the first of its kind issued in Canada. It is crowded with live material interestingly presented and typographically pleasing to the eye. The book contains in its last pages a complete list of automobile owners of Montreal.

THE NEWS

BUFFALO, N. Y.

Circulation for 11 Months, 1912

99,200

The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives

Chicago Peoples Gas Bldg. New York City 220 Fifth Avenue

THE

New Orleans Item

U. S. P. O. REPORT

Six Months' Average Circulation.

Picayune	19,882
Times-Democrat	22,400
States	29,257
Item	44,752

THE JOHN BUDD COMPANY
Advertising Representatives

New York Chicago St. Louis

Detroit Saturday Night

is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, DETROIT SATURDAY NIGHT a larger measure of personal profit.

Foreign Advertising Representatives

H. L. SELDEN & CO. Peoples Gas Bldg. CHICAGO
GEO. H. ALCORN Tribune Bldg. NEW YORK

YOUR ADVERTISING CAMPAIGN



for 1913 will reach its larger effectiveness in the prosperous Pittsburgh district if you use the concentrated and exclusive quality circulation of

THE PITTSBURGH SUN

Every Afternoon (except Sunday). In this territory The Sun covers proportionately the biggest and most virile purchasing power in the entire country.

EMIL M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN, Foreign Representatives, NEW YORK. CHICAGO.

Printing Advertising *and* EXPOSITION Publishing Allied Trades

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America—Ben Franklin Club of America—New York Master Printers' Association—Electrotypers' Board of Trade of New York—The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, The International Association of Manufacturing Photo Engravers and the Photo Engravers' League of New York. Held coincident with the convention of the American Newspaper Publishers' Association, Associated Press and Printers' League of America—and with the co-operation of the various advertising clubs and leagues.

A. B. CONNOR & CO.

Grand Central Palace, New York City April 19th to 26th, 1913

will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

The above associations are all co-operating to help make this Show the greatest of its kind that has ever been held in the world.

The Various Importers and Exporters, Consuls and Foreign Chambers of Commerce are also co-operating with us and distributing our literature throughout the world, so as to interest the foreign dealers to attend, and it is being impressed on these people that this particular event presents the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods NECESSARY to people in the above lines of business.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, at Washington, are printing our articles and invitations in their Daily Consular Reports.

The Mergenthaler Linotype Co. are sending out in conjunction with their January Bulletin 50,000 tickets to printers throughout the United States and Canada, and an article in the Bulletin will advise all printers and publishers to arrange their trips to New York so as to be here in April during the Show.

The Lanston Monotype Machine Co. have arranged to send out 60,000 tickets to the trade, the Dexter Folder Co. 30,000, and other exhibitors many more thousands, covering their mailing lists.

150,000 TICKETS will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

Manufacturers and Supply Men

To those of you who haven't arranged for your spaces the question is, WHAT ARE YOU GOING TO DO ABOUT THIS? Are you going to be represented in this Great International Gathering, or are you going to be "penny-wise" and "pound-foolish," and let the cost of space stand between you and a large volume of new business? ARE YOU GOING TO EXERCISE FORESIGHT OR HINDSIGHT?

The spaces on the main floor of the Palace are selling rapidly, and will soon all be gone. We have arranged for the SECOND FLOOR, but if you act NOW you can secure a choice location on the first one.

If you get in touch with me right away I will be glad to give you many more sound reasons why you should be represented here. Apply to

HARRY A. COCHRANE, President

200 Fifth Ave., New York City

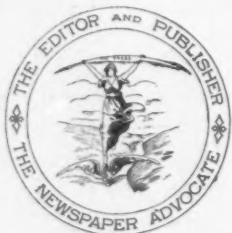
Telephone, Gramercy 724

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

By THE EDITOR AND PUBLISHER Co., 18 to 21 Park Row,
New York City. Telephone, 7446 Cortland. Issued every
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;
Foreign, \$3.00.



THE JOURNALIST, Established 1884. THE EDITOR AND PUBLISHER, 1901. JAMES WRIGHT BROWN, Publisher. FRANK LEROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

CHICAGO OFFICE: 115 S. Dearborn St., Geo. B. HISCHE, Mgr.

ADVERTISING RATES: Display, 15 cents per agate line. 25 per cent. discount on yearly contracts. Classified, 1 cent per word.

New York, Saturday, January 18, 1913

THE PRESS AGENT STILL WITH US.

Under the caption "Waste Basket Ford," Buckeye Printerdom gives three pages of text to the listing of recent attempts to get advertising matter printed free in the Ohio newspapers. The array is quite appalling and yet it does not contain one-half of the matter that the wily press agents try to put over. The Bulletin of the American Newspaper Publishers' Association every week contains from half a dozen to two dozen instances of attempted space grabbing.

And yet, gentlemen of the jury, in spite of the many times you have turned them down, the press agents continue to fly, even though their wings have been clipped, and enough shots have been fired into them to bring them permanently to earth.

Some of you have become wise and no longer listen to the siren songs they sing to you on their typewriters. But some of you, while turning down the bare-faced attempts at space grabbing, still print effusions sent by advertising agents who say:

"We have, after much hard word, about succeeded in persuading Messrs. Blank and Blank that they ought to advertise in the newspapers. All that is now needed to land them is a little co-operation on your part. Now, if you will run the enclosed news article in your columns, in which the firm is mentioned in a complimentary way, we are sure we can convert them into permanent advertisers, in which event, of course, your paper will get some of the business."

Did you ever know a single case in which you received an advertising contract as the result of printing the notice? We wot not.

It is pretty hard, sometimes, to turn down an appeal for a free notice when it comes from an advertising agency with which you are doing business, but you have got to do it if you are to play the game open and fair. Either print free readers for all or none at all. If your space is worth what you charge your advertisers you cannot afford to give it free to press agents. Why should any one pay for publicity in your paper if he can get it for nothing by sending you an interesting little story into which his advertisement is cleverly woven?

Of course, if you turn down all these opportunities to give your readers "valuable information," "exclusive stories," handsomely illustrated, etc., free of all expense to you, you are depriving the press agents of the chance to make from \$25 to \$100 a week out of your paper, which, of course, will be sad indeed—for the press agents—but you will gain the respect and confidence of those who

are paying you good money for the privilege of talking to your readers through your advertising columns.

A MERITED REBUKE.

It has long been the wonder of the newspaper world that Elbert Hubbard has not been brought to book by the United States authorities for the publication of indecent matter in his magazine, the Philistine. That he has at length been arrested and fined \$100, in Buffalo, on a single count of an indictment found against him, is, we are certain, a source of satisfaction to people who believe in a clean, moral public press. Mr. Hubbard is undoubtedly clever. He has built up a large property at East Aurora and is making big money every year, not only through the productions of his print shop and other manufacturing plants, but through his lectures. He is a popular speaker and has the ability to interest large audiences and hold them, as it were, in his hand. Few men on the lyceum platform to-day are as popular as Mr. Hubbard. He is also in demand as a speaker before commercial and advertising clubs on the subject of advertising.

It would seem as though a man of such prominence, one who addresses audiences composed of people of education and refinement, would use greater care in the preparation of matter appearing in his magazines, in order that nothing should go forth in them that would violate good taste or shock the moral sensibilities of their readers. But Mr. Hubbard loves to do things differently than other people, in order to convince the public that he is original. He likes to skate along on thin ice in discussing moral questions, and if he breaks through occasionally it gives him no concern. He has printed things in the Philistine that were positively indecent; and yet, until his indictment at Buffalo last week, he had had no trouble with the postal and other departments of the Government.

If Mr. Hubbard is as wise as he is given credit for being, he will hereafter see to it that his publications contain nothing that will arouse the antagonism of the State or National authorities. Because he is popular, Mr. Hubbard must not presume too much upon his popularity to say things in print that he has no business to say. The public will put up with a great deal, but its patience sometimes becomes exhausted, even with men possessing Hubbard's ability.

THE FIRST PARAGRAPH SUMMARY.

THE IDLER MAGAZINE.

NEW YORK, Jan. 8, 1913.

THE EDITOR AND PUBLISHER:

In a review of Gilbert M. Hyde's book, "Newspaper Reporting and Correspondence," published in the New York Times, the writer criticises Mr. Hyde's advice that the gist of a story should appear in the first few lines. It would be interesting to know in how many newspaper offices, in New York or elsewhere, this rule has been abandoned.

In my own newspaper experience, covering a number of years and ranging from New York to San Francisco, I never worked in any shop where the rule did not obtain. It may be that in the three years since I retired from active newspaper work the methods of the press have changed. If so I should like to know it; and no doubt many editors mistakenly following the outworn fashion would like to know it, too.

ROBERT J. SHORES.

[The best authorities on writing a news story agree that the gist of the story should be put in the first few lines. Of course there is no cast-iron rule on the subject.—Ed.]

A SEEKER AFTER KNOWLEDGE.

THE AURORA BEACON-NEWS.

AURORA, Ill., Dec. 31, 1912.

THE EDITOR AND PUBLISHER:

Nothing I have seen for a long time has interested me so much as your symposium of advertising experts, under the caption "Information Space Buyers Desire," in THE EDITOR AND PUBLISHER of Dec. 21.

I am a seeker after information along the line of

what is and what is not necessary to complete comprehensive information about our publication. I have been both a buyer and a seller of space for many years. It's forty years since I bought my first bit of newspaper space, and thirty-one since I sold the first.

In that time I have worked from the Great Lakes to the Pacific Coast and back again. I have produced thousands of pieces of copy advertising papers I have worked on, but I have never sent one out that just suited me. I have had thousands of interviews, but have always wondered afterward if I had said just the best things possible.

Anybody who will tell me how to do it better will confer a lasting benefit and have my everlasting gratitude.

If you can increase the size of my "bump of knowledge" I'll take it kindly, even if you do puncture the "bunch of egotism."

J. K. GROOM,
Advertising Manager.

EDITORIAL COMMENTS.

Now they are trying to make out that the Quaker Oats Company is a trust!

Ohio newspaper men are proud of James M. Cox, publisher of the Dayton (O.) News, who took the oath as Governor of the State on Monday, and who was inducted to office with appropriate ceremonies. His inaugural address was scholarly and was instinct with noble sentiments and a deep appreciation of the responsibilities of the position he now holds. Governor Cox has no easy task before him, but it is confidently believed that he will prove to be one of the best executives the State has ever had. We wish him good luck.

While the parcel post will stimulate the mail order business it will also greatly enlarge the territory that may be served by local merchants. In one respect it gives the latter a distinct advantage. A mail order house 300 to 500 miles away must pay 62 cents to get a ten-pound parcel mailed. The local merchant serving the same article to a 50-mile territory can get the same thing carried for 32 cents.

PUT AN "AD" IN THE PAPER.

BY RUSSELL E. SMITH.

If your business doesn't "go," and the sales are mighty low,

And things begin to look a trifle bad;
When the things that looked "immense" now resemble "thirty cents,"

Just try the "stunt" of putting in an "ad";
You will find that it will pay, you can see it every day—

And you'll admit it was the proper caper.
So get a pad and chalk, work out a line of talk,
And put an advertisement in the paper.

Put it to 'em good and hard, whether selling gems or lard,

And try to hit 'em plumb between the eyes;
Make your "copy" good and strong and you'll see 'fore very long

That it really pays for you to advertise.
Play your main points up in style—then hustle for a while—

And you'll find this talk is more than idle vapor.
The orders will flow in and you'll always wear a grin
If you put your advertisement in the paper.

Successful men to-day will indorse all that I say
"That much is truth and all the rest is lies";
You will not sell much goods and you'd best take to the woods,

Unless you hurry up and advertise;
It simply can't be done and the race will soon be run—

Whether you be banker, cook or draper—
Till you find out what it means to dig down in your jeans

And put an advertisement in the paper.

—From Brains.

PERSONALS.

R. M. Johnson, of the Houston Post, and J. N. Heiskell, of the Arkansas Gazette, who were appointed senators by the governors of their respective states to fill unexpired terms, have taken the oath of office as members of the Upper House of Congress.

Senator Wm. E. Chilton, of West Virginia, owner of the Charleston (W. Va.) Gazette now occupies the seat in the senate formerly used by Senator Bailey of Texas.

Herman Ridder, owner of the New York Staats-Zeitung, was chosen permanent president by the forty-five State Presidential electors that met on Jan. 13 at Albany, and cast their votes for Wilson and Marshall. Just before adjourning the college voted to present to President Ridder the gavel which he wielded during the meeting.

Carter Glass, who represents the Sixth Congressional District of Virginia, and is owner and editor of the Lynchburg News and Advance, is chairman of the sub-committee of the Banking and Currency committee, investigating the question of currency reform.

C. H. Rembold, general manager of the Cincinnati Times-Star, was recently elected president of the McAlpin Hotel Co., New York, which owns and operates the new mammoth hotel at Thirty-fourth and Broadway.

William J. Conners, owner of the Buffalo (N. Y.) Courier, has been made a member of the Perry centennial celebration committee by Governor Sulzer. It is an honorary post.

Charles M. Greenway, former business manager of the Saginaw (Mich.) News, succeeds George H. Gardner as general manager of the Flint (Mich.) Daily Journal, with which paper the latter had been connected for the last sixteen years.

Gilbert D. Raine, publisher of the Memphis (Tenn.) News-Scimitar, is enjoying a brief outing in Florida.

Grant Harrington, editor of the Wyandotte Chief, Kansas City, has received the appointment of private secretary to Governor George H. Hodges of Kansas.

Orville Storm has resigned as editor of the Pana (Ill.) Daily Herald to take a similar position with the Mattoon (Ill.) Commercial Star.

C. H. Reese, for several years editor and manager of the Carroll (Ia.) Times, has left that paper to join the York (Neb.) Daily News.

EDITORIAL STAFF NEWS.

John P. Gavit, Washington correspondent of the New York Evening Post, has been elected a member of the famous Gridiron Club.

George Hambleton, of the Montreal (Canada) Star, is in Washington reporting the proceedings of the ways and means committee of the House for his paper.

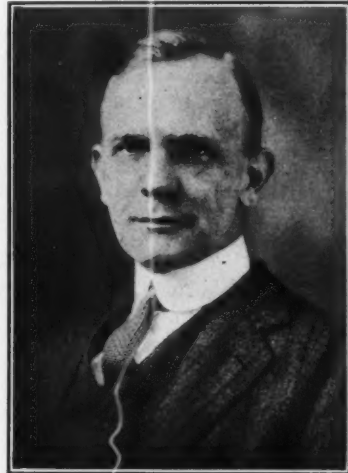
A. J. Sutton of the Washington (D. C.) Post is known as the man who bosses Presidents from the fact that he has made four Presidents take orders from him while they were being photographed. Mr. Sutton started giving orders to the Nations' chief executives when President McKinley was in office. He probably has the largest acquaintance of public men of any newspaper photographer in this country. Mr. Sutton has photographed President-elect Wilson who is the fourth President to follow his suggestions to "look pleasant please."

George T. Hughes, city editor of the Globe, contributes to the current issue of Leslie's Weekly an illuminating article entitled "The Latest Idea in Astronomy."

A. McD. Stoddart, day city editor of the Press, is on a three weeks' vacation in the south.

Richard Frayer, of the Evening World, has been ill with the grippe during the past week.

E. S. Drury, editor of the Encampment (Wyo.) Herald, which suspended publication recently, has been appointed business manager of the Cheyenne (Wyo.) Daily Leader.



EARL GODWIN.
CHAIRMAN INAUGURATION PRESS COM.

Irwin C. Norwood, formerly of the Washington Star, and now press agent and secretary of the Greater Davenport Committee of Davenport, Iowa, visited Washington for a few days this week.

Charles Eugene Banks, assistant city editor of the Seattle (Wash.) Post-Intelligencer, has been appointed a member of the board of theater censors of that city by Mayor Cotteril.

William H. Stephens, of the New York Evening Mail, has returned from a two weeks' trip to Porto Rico.

J. S. Price, formerly of the Washington Times, has joined the staff of the Washington Bureau of the United Press.

Tom Finty, Jr., of the Dallas News, will represent that newspaper during the present session of the legislature at Austin.

Morgan Henessy, secretary to Representative Roberts, of Massachusetts, is Washington correspondent of the Boston Post.

Robert W. McWade probably represents as many or more papers than any one correspondent at Washington. There are twenty-one on his list.

Paul R. Martin, formerly dramatic editor of the Indianapolis Star and later press representative of the Ringling Brothers' Circus, has been appointed press director of the Indianapolis Motor Speedway and Ocean-to-Ocean Highway Movement.

Henry B. R. Briggs begins to-day his duties as managing editor of the St. Paul Daily and Sunday News.

Joseph R. Wilson, city editor of the Nashville Banner and brother of the President-elect, has been appointed a

member of the reception committee of the Inaugural ceremonies.

Byron Williams, formerly city editor of the Waterloo (Ia.) Reporter, more recently editor of the Woman's Work, has become manager and editor of the Marquette (Mich.) Chronicle.

Fred R. Moore, a negro, publisher of the New York Age, has been named by President Taft as Minister to Liberia, Africa.

H. A. Merrill, for years a member of the Kennebec (Me.) Journal's editorial staff, resigned last Monday to become editorial writer on the Biddeford (Me.) Record.

Credo Harris, a writer whose books are being favorably received throughout the South, has taken charge of a new magazine review department inaugurated by the Louisville Herald recently.

H. Parker Willis, managing editor of the New York Commercial, spent a few days this week in Washington.

Charles E. Chapin, city editor of the New York Evening World, is ill.

E. D. Burrows, formerly sporting editor of the San Francisco Bulletin, is a new member of the editorial staff of the New York Evening Mail.

James R. Price, sporting editor of the Press, has been appointed by Governor Sulzer as the third member of the State Athletic Commission.

J. M. Loughborough is now acting night city editor of the Press.

Fred W. Orelmann has been appointed assistant business manager of the Memphis (Tenn.) News-Scimitar.

WEDDING BELLS.

Charles T. Morgan, assistant industrial editor of the Wall Street Journal, and Miss Frances M. Williams, an actress and daughter of the late Samuel L. Williams, an editorial writer, were married on Jan. 8 in New York.

The marriage of R. L. Kidd, editor of the Poteau (Okla.) News, and Miss Ruby Park took place in that city recently.

Frank A. Merrill, connected with the Associated Press in Dallas, Tex., was united in marriage Jan. 6 to Miss Prentiss Heard, of Oklahoma City, who for four years has been an attache of Gov. Lee Cruce's office. Mr. Merrill was formerly city editor of the Daily Oklahoman, at Oklahoma City.

New Massengale Manager.

C. R. Atchison, formerly of Nashville, Tenn., has been elected vice-president and general manager of the Massengale Advertising Agency, of Atlanta, Ga.

Howard Davis Promoted.

Howard Davis, who has been advertising manager of the New York American for some time, has been made business manager of that newspaper. Mr. Davis is generally regarded as one of the ablest of the young men in the business end of New York journalism.

BUSINESS OPPORTUNITIES

NOW IS A GOOD TIME
to buy a publishing business. Several good chances available. HARRIS-DIBBLE COMPANY, 71 West 33d St., New York, lal district.

FOR SALE

FOR SALE.
Flat-bed Newspaper Press, prints from type, 4, 6 or 8 page, seven column papers; speed, 4,000 per hour. Can be seen in operation. Write, if interested. WALTER SCOTT & COMPANY, Plainfield, N. J.

SUCCESSFUL EASTERN

evening daily. Annual business over \$84,000; net profit over \$9,000. One-half or less will be sold to an experienced publisher competent to take full charge of business end; \$15,000 cash necessary. Proposition F. L.

C. M. PALMER

Newspaper Broker
277 Broadway, New York

SITUATIONS WANTED

Advertisements under this classification will cost 1c. per word; Display, 15c. per Agate Line.

CIRCULATION MAN.

I have had an all around circulation training in charge of country and city departments, as Assistant Circulation Manager, and in charge of suburban, and I have an intimate knowledge of circulation systems, office controlled, farmed out, etc., and can produce satisfactory increases in circulation at small cost, either as assistant to some good man, or in charge of the circulation of daily newspaper. Address "SYSTEM," care THE EDITOR AND PUBLISHER.

PRESSMAN

experienced in all kinds of newspaper press-work, desires position as foreman. References given. Address Pressman, care THE EDITOR AND PUBLISHER.

MANAGER

Who has been highly successful in upbuilding newspaper properties, seeks connection on a strictly contingent basis, preferably with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers that are not earning satisfactory profits. American; age 33; good executive; careful and economical manager, with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Address "H. H. H.," care THE EDITOR AND PUBLISHER.

YOU NEED A MAN.

One who can take charge of your Advertising Department Display, or the Classified, or both, and make them grow faster—AN ADVERTISING MANAGER with the ability to write copy and who at the same time possesses the ability to devise and execute new and practical sales methods. THIS ADVERTISEMENT is directed to any executive who has an opening or to the few who are always ready to MAKE an opening for such a man. Address T. A. BROWN, care Moulton, 519 5th St., Brooklyn, N. Y.

HELP WANTED

WANTED.—Editorial writer on a New Jersey afternoon Republican paper; high class, conscientious man; salary \$35, to right man. ELIZABETH JOURNAL, Elizabeth, N. J.

MISCELLANEOUS

WANTED—NEWSPAPER IDEAS.

Syndicate supplying editorial material to important daily newspapers in many American cities will pay from \$10 to \$50 apiece, according to value, for practical, new, fresh ideas for stunning features, national crusades, catchy, splashy stunts, good in any city, attractive human interest features, national or local; new ideas for sport, woman and humor departments. Explain your suggestion in full. Your idea will be promptly judged, and if accepted, payment forwarded immediately. Address "W. W.," care THE EDITOR AND PUBLISHER, New York City.

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 50c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment. RICH & McLEAN, 51 Cliff St., New York.

ILLUSTRATING AND CARTOONING

neatly done. Submit your proposition and I will gladly furnish prices. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

G. S. WYCKOFF, Newspaper Auditor, Appraiser, Systematizer, Financial Adjustments. Strictly A1 confidential service. Newspapers and Magazines privately bought and sold for clients. 79 Isabella Ave., Newark, N. J.

CAN'T STOP SUNDAY LEDGER.

It Gives a Service Readers Would Not Relinquish, Says Mr. Curtis.

Cyrus H. K. Curtis has addressed a letter to the Rev. John C. Petre, secretary of the Methodist Ministers' meeting, Philadelphia, in reply to their petition that he discontinue the Sunday edition of the Public Ledger, which he recently purchased from Adolph S. Ochs. The letter reads:

"I thank you for your interest in the Public Ledger, and I appreciate and sympathize in your point of view. Had the Public Ledger no Sunday issue already established, I probably would not consider starting it.

"However, it gives a service to the readers that they would not now relinquish. It is not a question of profit with me, but of service, and it is my intention to render a service that will benefit, not harm, any class of people. Of course, you know the work is all done on Saturday and Saturday night, and distributed in the early morning hours.

"The habit of reading the Sunday newspaper we cannot control, but we can control so far as the Public Ledger is concerned, the kind of paper the public should read, and I trust no Public Ledger reader will ever have occasion to object to anything found in its columns on Sunday or any other day of the week."

OBITUARY NOTES.

JOSEPH ELBAECK, seventy-four years old, publisher of the Iowa Staats-Anzeiger, at Des Moines, and one of the leading German citizens of Iowa, died at his home on Jan. 8.

PATRICK J. DEVLIN, for more than a quarter of a century a member of the editorial staff of the Chicago Inter-Ocean, died last week at his home in that city. Mr. Devlin suffered a stroke of paralysis while at work on the copy desk of the Inter-Ocean the early part of last March.

HARRY G. SNOW, for many years identified with musical and theatrical affairs in New York, died in Malden, Mass., on Jan. 13. He had been press representative for the Metropolitan Opera House and Manhattan Opera House and had acted as press agent for many of the leading opera singers and musical artists.

George Le Baron Hartt, for many years editor of the old New York Daily Graphic, and a well-known artist, died at Passaic on Jan. 9, after an illness of two years with Bright's disease.

MISS ADELAIDE V. MACDONALD, associate editor of Nugent's Magazine, a fashion and trade paper, died at her home in Brooklyn on Jan. 10.

DR. MARTIN PELZ, fifty-two years old, who founded the Brooklyn Courier, a German paper, died Saturday in the German Hospital, Brooklyn.

ARTHUR W. AUSTIN, fifty-nine years old, managing editor of the Buffalo Commercial, died Jan. 5 at his home in that city. He began his career as a newsboy, was made city editor of the Commercial in 1877, associate editor in 1894 and two years ago became managing editor of the paper with which he was connected all his life.

CHARLES W. COTTON, eighty-seven years old, who for seventy-five years was engaged in newspaper work, and for fifty years connected with the New Albany (Ind.) Ledger, died in that city last week.

W. A. SEARS, for many years on the editorial staff of the Nashville (Tenn.) Banner, died at his home in that city on Jan. 7.

WILLIAM P. MOYLES, thirty-eight years old, formerly on the staff of the New York Tribune, at one time circulation manager of the Brooklyn Times and

more recently in the Hearst service, died at his home in Brooklyn on Jan. 9.

JOHN W. WILSON, editor of the Colorado Springs Public Opinion, and who for many years published the North Denver Press, died last week in Roy, N. M.

SPHINX CLUB DINNER

(Continued from page 8.)

diners that the man who told the best stories of the evening was Hugh O'Donnell, vice-president of the Poor Richard Club of Philadelphia.

SOFT CLAMS A LA SPHINX.

The menu, which was a distinct departure from the usual menus provided at public functions of this kind, was as follows:

- Caviar on Toast
- Perfection Scotch
- Montague 1876 Private Stock Rye
- Apollinaris
- Lynnhaven Bay Cocktail
- Celery Olives Radishes
- Planked Lake Erie White Fish
- Sauté Potatoes, French Style
- Soft Clams, à la Sphinx
- Hearts of Lettuce
- Veuve Clicquot Yellow Label
- Breast of Turkey Stuffed, Deviled Sauce
- Cauliflower, Hollandaise
- Roman Punch
- Apple Dumpling, Hard Sauce
- Camembert and Roquefort Cheese
- Toasted Crackers
- Coffee
- Carolina Coronas
- Flor de Cuba Excepcionales de Rotschild

WHO WERE THERE.

- Lee Anderson; Dr. D. C. Adams; J. W. Adams; Collin Armstrong; E. V. Alley; Kimball C. Atwood.
- Henry M. Beach; George N. Boyd; H. L. Bridgman; Charles J. Brooks; J. W. Bothwell; Samuel Brill; J. T. Beckwith; Wilfred C. Bates; F. L. Blanchard; J. F. Beale, Jr.; Gay Bradt; N. S. Bishop; William J. Barrett; John T. Ballou; J. A. Brainerd; George C. Bladsworth; Henry C. Brown; P. V. Bunn; B. J. Beardsley; W. Powell Bradburn.
- Hugh Chalmers; Fred S. Clark; George W. Coleman; Cyrus H. K. Curtis; A. Bradley Cox; Frank E. Colson; Hon. John Lewis Childs; J. G. Carpenter; H. H. Cooke; A. B. Churchill; Harry L. Cohen; F. J. Conover; George M. Courts; T. E. Conklin; James C. Crane.
- Barclay Dunham; John F. Duggan; Thomas J. Duggan; James M. Dunlap; Howard Davis; E. D. De Witt; Leo De Pinna.
- George Ethridge; Alfred Ethridge; J. M. Ethridge; S. W. Eckman; W. J. Eakin; S. Keith Evans; Herbert Everitt.
- H. W. Ford; R. B. Freeman; Theodore S. Fettingner; Joseph A. Ford; William F. Fry; J. H. Foster; Charles W. Frazier; Joseph Frankel; Louis Frankel.
- David B. Gibson; F. L. F. Gauss; Samuel W. Goldberg; M. M. Gillam; F. E. Gunnison; Edward A. Gross; E. D. Gibbs; O. J. Gude; J. P. Gillroy; W. E. Gude; R. G. Gould; William Green; Charles H. Green; H. B. Gibbs; M. P. Gould and guest.
- W. W. Hallock; Edward S. Hungerford; M. D. Hunton; Frank C. Hoyt; R. F. R. Huntsman; William Horner; E. F. Hooper; W. C. Holman; E. W. Hazen; Charles Hartner; L. C. Hornung; R. R. Heywood; S. H. Horgan; Allan C. Hoffman; Herbert S. Houston.
- W. H. Ingersoll.
- Charles E. Jones; William H. Johns; Albert Jacobs; Wylie B. Jones.
- Philip Kobbe; I. Arthur Klein; W. J. Kennedy; G. G. Kane; H. A. Kibbe.
- John H. Ling; W. J. Larned; S. E. Leith; Charles M. Loddell; R. N. Lockwood; Ivan Lytton; Charles T. Logan.
- Converse D. Marsh; Mahlon Edgerton Marston; Bert M. Moses; L. C. McClesney; W. H. McKnight; F. E. Morrison; Joseph E. MacWilliams; Paul Meyer; H. J. Mahin; Frank Moss; Homer McKee; Justin McCarthy, Jr.; William C. McCloy; A. J. Meston; James T. Murray; Milton H. McKee; Arthur Moore; E. B. Murray; John C. Morison; Ross Mercereau; Samuel Moffitt.
- Wilbur D. Nesbit; Edward M. Nolen; Robert W. Nelson; Charles T. Nolan; John H. Newman.
- E. A. O'Hara; James O'Flaherty; Roger J. O'Donnell; Hugh O'Donnell; Joseph A. Oudin.
- Carl Gilmore Percy; Printers' Ink; C. W. Pope; Romaine Pierson; Joseph Proskauer; Wadsworth A. Parker; L. B. Palmer; Sigmund Pisinger.
- Thomas Quigley.
- M. W. Reid; Louis Rosenberg; E. H. Randolph; W. C. Richardson; W. O. Rutherford.
- E. E. Smith; Wayne C. Smith; John A. Slicher; Reuben P. Slicher; Carrol Swan; George C. Smith; Robert B. Stoutenburg; Arthur B. Salinger; J. Henry Smythe; E. Medley Scovill; Alexander Spear; F. MacD. Sinclair; E. E. Sinclair; Charles M. Steele; Jules P. Storm; Frank G. Smith.
- Harry Tipper; W. J. R. Thiers; Henry S. Terbell; Clyde S. Thompson; E. C. Tibbitts; H. S. Tibbs; William J. Thompson.
- Richard H. Waldo; George C. Williams and guest; Philip Wolf; Erwin Wardman; Sidney Wall; C. W. Wolfe; B. Holt Willard; William H. Wilson; O. J. Wagenhorst.

What a Newspaper Has To Sell

When a newspaper sells its advertising space on a commodity basis it sells a definite number of possible or prospective customers.

The only way to estimate accurately the commodity (prospective customers) which any newspaper has to sell is to average its daily net paid circulation for a full year.

Playing fair with the advertiser is one thing, and pretending to play fair is quite another.

Since April, 1910, THE GLOBE has plainly stated and proved its net paid circulation month by month, and submitted to five different audits by organizations representing advertisers or doing the work for advertisers.

THE GLOBE'S AVERAGE DAILY NET PAID CIRCULATION BY MONTHS, from April, 1910, to January 1, 1913.

Average Net Sale		Average Net Sale	
April, 1910	101,586	April, 1911	104,869
May, " "	110,364	May, " "	113,715
June, " "	109,106	June, " "	115,598
July, " "	108,383	July, " "	109,372
August, " "	107,516	August, " "	115,939
September, " "	102,330	September, " "	135,988
October, " "	107,024	October, " "	144,997
November, " "	97,905	November, " "	120,574
December, " "	94,048	December, " "	121,123
January, 1911	96,102	January, 1912	113,584
February, " "	94,001	February, " "	114,163
March, " "	97,040	March, " "	117,376

Daily Average for the year, April 1, 1910, to April 1, 1911...102,117

Daily Average for the year, April 1, 1911, to April 1, 1912...118,942

Average Net Sale	
April, 1912	144,656
May, " "	140,841
June, " "	137,348
July, " "	127,929
August, " "	124,314
September, " "	129,211
October, " "	149,485
November, " "	131,838
December, " "	120,791

Daily Average for 9 months,

April 1, 1912, to Dec. 31, 1912...134,046

Every figure in the statement, except the months of November and December, 1912, has been verified by examinations by The Association American Advertisers or N. W. Ayer & Sons, copies of which audits will be shown any advertiser.

The full year basis of estimating the daily average net paid circulation includes all seasons, the high and low periods, the spring and fall months, when circulations reach their top notch, and the summer and winter months, when circulation drops down from the highest points.

That the average daily net paid circulation for a full year is the fairest, squarest and only accurate way in which to compute circulation as a basis for establishing an honest and equitable rate must be conceded by all conscientious publishers.



New York's Foremost High-Class Evening Newspaper

COMMON SENSE IN NEWSPAPER SOLICITATION.

By THOMAS E. DOCKRELL.
(Copyright, 1913, by Thomas E. Dockrell.)

In New York City more than anywhere else we see evidence of the evolution of buying and selling in commodities for household and personal adornment. In New York City more than anywhere else woman is spending money, and the last word in tempting her expenditures is to be found here.

New York City leads the rest of the United States in catering to personal expenditure, and in that regard is really far ahead of any other city, except, perhaps, Paris. New York City has its mammoth department stores and gigantic hotels, but within the last very few years the onlooker has seen a new class of trader creeping in.

The greatest magnet humanity has ever known is humanity itself, and the world would hold no value for the man or woman compelled to live alone. Vanity dictates that every individual shall seek a circle of acquaintances, and seek to be known and recognized as a factor. In mammoth stores and mammoth hotels only people who stand out through great personal characteristics or possessions are recognized. The rank and file of humanity passes by comparatively unnoticed. And all the time it is hungering for personal service, for somebody to take a personal interest in its likes and dislikes, its needs and preferences.

And so the small shop, with personality, with a much smaller stock, but a much larger heart and a human interest and sympathy that magnetize, is coming in. The small dressmaker, the small milliner, with their intense personal service, are coming into their own. The small men's furnishing store, the small restaurant, are giving the personal service that humanity demands.

In addition, transportation facilities whirl people a long way from home and back again, and through passing tremendous currents of human traffic through certain areas are again helping to bring up the smaller neighborhood purveyor. Theaters are increasing in numbers, but growing smaller; motion picture parlors are being built up, not at one point but at many points, through an intenser personal service at each.

This is the situation in retail trade, and the parallel in manufacturing is obvious. The manufacturer will progress, not through volume at five or six points, but through volume at many points. The evolution of manufacturing growth must be through intenser personal service, which can only be obtained through closer co-operation with the retailer. And therein lie tremendous possibilities for development in newspaper advertising.

Naturally, the retailer at each point will give co-operation to the manufacturer whose goods have the greatest amount of selling energy behind them. And the retailer will much more readily push an article on which he is helped than one where he has to do all the development on his own initiative.

However, it is not necessary for the newspaper to wait until retailer and manufacturer get together. There are tremendous possibilities for increase in foreign advertising through the newspaper and manufacturer getting together. The newspaper can put before the manufacturer a statement of the possibilities of its territory as a market, and show him the possibilities for increased sales.

Remember that the manufacturer at large centers does not know the possibilities of development in each smaller locality until he either finds them out for himself or has them put before him. In time, of course, the manufacturer will be forced to reach these smaller localities, but progressive newspapers in any of these localities can force the issue by putting the possibilities of their locality and medium in front of the manufacturer now, instead of waiting until he asks for the information.

Again, a realization of the development of the store with more intense personal service is going to develop small advertisers. Over a year ago Mr. McKinney, of N. W. Ayer & Son, whose experience lends weight to every word he utters, said at a dinner of the Daily Newspaper Club: "The great advertising problem to-day is how to develop the small advertiser."

The trouble, of course, is that so much advertising solicitation has been carried on in advertising terms, a language that the business-man did not understand. Also, that too many extravagant claims were made, and the business man consequently lost confidence in advertising, and either expected too much or too little of it. Relatively speaking, no analytical, business thinking has been put behind advertising solicitation for the smaller newspaper. Remember that it is only recently that a great number of large papers even refused to give their total circulation, and their attitude toward the advertiser was largely "take it or leave it." And the lying that has been done on newspaper solicitation has been stupendous.

The small advertiser can only be reached by demonstrating to him that a part of the newspaper's circulation can be interested in the goods he has to offer, and that that part of the circulation can be reached more effectively and economically through the newspaper than through any other medium.

I had an experience at one time getting business for a newspaper. Before I started out I had my territory mapped, I knew where my circulation lay thick and where it was thin. As soon as I had shown my map to a merchant, and compared it with his deliveries in the same territory, it was very obvious that where his delivery was thin and my circulation was thick it was a good bet to try my paper. Summed up, the whole trouble lies in the fact that at bottom most newspaper offices don't do business like the ordinary business man; they don't think like the ordinary business man, and, consequently, they don't conduct their solicitation intelligently.

The progressive business man is continuously raking his mind for new and ingenious ways of presenting his claims for patronage. The newspaper, however, thinks that it can go out and get all the business in its locality with one old, threadbare argument, or may be two, but it never thinks of analyzing and breaking up its circulation into different classes, and then going out and selling those classes to advertisers who want to reach them.

Where competition is rife solicitation is too competitive, and papers don't stand enough on their own claims for business. Every solicitor is busy knocking his competitors, instead of spending his time educating the advertiser to the fact that each newspaper grips its own readers.

In the foreign field, with a few notable exceptions, newspapers confine themselves to circulars on their presses and circulation, and gains in advertising, instead of baiting the advertiser with their markets and their grip on their readers. An advertiser won't respond to a plain statement of total circulation, but he will respond to a statement that there are a hundred retailers supplying a market of 200,000 people in a locality where good wages are paid and where he has no representation.

The newspaper must learn to talk business to the advertiser instead of this vague, mythical circulation. And it must learn that it isn't circulation or gains in advertising that it is selling, but the market that it serves, and the class and quality of the readers that it grips. The newspaper must learn to give particulars about the audience, and not about the hall in which it sits. It must give the advertiser the kernel and not the shell. Circulation is a

means and not an end. It is only a conductor to something else. And it is the "something else" in which the advertiser is interested.

The business man fails to respond to something that he must translate—he is too busy with other matters, and too ignorant of various localities to be able to grasp the significance of these generic advertising terms. The newspaper publisher must learn that when he talks of the resources of his locality, when he talks about the wealth of its inhabitants and its distribution, when he talks about the retail facilities for reaching its readers, in other words, when he talks about the buying power and tastes and possibilities of its readers, he is putting up a practically irresistible solicitation to the advertiser. It isn't an advertising problem—it's a selling problem. Every salesman knows that the simpler the solicitation the greater the possibility of a sale. Newspapers simply must learn to put up to the manufacturer the information about their value which really interests him.

OF INTEREST TO OLD TIMERS.

Below is a reproduction of a business card issued by the much beloved "Charlie" Billson in the heyday of his career as a New York-special representative. Mr. Billson enjoyed in that capacity perhaps the largest acquaintance



CHARLES J. BILLSON.

among advertisers and newspaper men of any of his colleagues. He now views the scene of his famous triumphs from the peace and quiet of the Arlington Hotel, San Francisco, where he is a valued member of the host of the retired, and a regular reader of the EDITOR AND PUBLISHER. Once in awhile one of his Eastern friends visits San Francisco and calls upon him. Then follows an hour's talk of the old and new Park Row.

Artistic Booklet About Tacoma.

"Tacoma, the City with a Snow-Capped Mountain in Its Dooryard," is the title of an artistically printed booklet that presents in colored picture and in story many facts about that thriving city on the Pacific Coast. The brochure contains thirty-six pages and is replete with information about the industrial, civic and social life of Tacoma, giving the reader a good idea of the resources and commercial opportunities offered by one of the most progressive though little known communities on the Western coast. It is issued by the Commercial Club and Chamber of Commerce of Tacoma.

NEW PUBLICATIONS.

NEWCASTLE, Ind.—The Morning Star, a daily paper advocating the principles of the Progressive party, was launched on Jan. 15 by Arthur W. Tracy, formerly a Washington correspondent.

PHILADELPHIA, Pa.—The Methodist Times, the new publication of the Methodist Episcopal Church, has made its first appearance. The new paper replaces the Philadelphia Methodist.

HERRIN, Ill.—David Grear and Edward Barlow have purchased the Perry County Herald and will shortly launch the Journal, a twice-a-week paper.

ST. MARIES, Idaho.—A new Democratic paper will be launched soon by Clark Moon.

DAGMAR, Mont.—The Record, Joseph H. Dolin, editor and owner, made its initial appearance last week.

LORENSBURG, N. M.—Allen & Ownby have published the first issue of the Leader.

GEORGETOWN, S. C.—The first number of the Georgetownian appeared on Jan. 11, under the editorship of D. C. Howell, formerly publisher of the Andrews Advertiser.

MONTGOMERY, Ala.—A new morning paper will be started on Feb. 16. Alva Fitzpatrick, editor; Russell Twitty, advertising manager, and W. W. Kendrick, circulation manager, will be the department heads.

Fire Wrecks State Journal Plant.

Fire destroyed the three-story State Journal plant at Frankfort, Ky., causing damages estimated at \$50,000 last week. The State Journal carried about \$40,000 insurance. In addition to the damage to the plant about \$7,000 worth of print paper was damaged or ruined. All the type for the Journal was lost, but the copy saved.

Supreme in Book Field

In 1912 The New York Times published 316,847 lines of book advertisements, 135,003 lines more than the next New York morning newspaper and a volume nearly equal to the combined volume of all other New York morning newspapers.

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 120,000

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

It is read every day by a greater number of people than any other daily newspaper west of New York City—advertisers who concentrate in the

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

Prints and sells more copies than any other Daily Paper in America.

The Circulation of
THE BOSTON AMERICAN
IS OVER

400,000

DAILY and SUNDAY
THE LARGEST IN NEW ENGLAND

ADVERTISING SERVICE

Large and small accounts handled with equal care, economy and certainty of results. Consultation free.

Telephone 6696 Greeley

PETER VRENBURGH AGENCY
Broadway and 34th Street
Marbridge Bldg. New York City

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., People's Gas Bldg.,
New York Chicago

THE DETROIT TIMES

is the kind of a medium progressive advertisers prefer in their after-dinner discourses on clean journalism.

Kindly remember it next morning!

PRESS ASSOCIATIONS.

Charles Dean, Milwaukee manager of the Associated Press, was elected president of the Milwaukee Press Club at its annual meeting last week. Other officers elected were: Vice-president, W. J. Bollenbeck; treasurer, Frank Markle; secretary, Leonard E. Meyer; directors for three years, Claude C. Manly, A. E. Stumpf.

A call has been issued for the mid-winter meeting of the executive committee of the National Negro Press Association, to be held at Washington, D. C., on Feb. 1. A banquet will follow the regular business sessions. Representatives of colored newspapers in many sections of the country are expected to be in attendance, in addition to the colored members of the press at the capital.

The annual meeting of the Utah Newspaper Association was held at Salt Lake City Jan. 13. Governor Spry was the principal speaker and the program included addresses by C. E. Hulsh, Eureka Reporter, "Making of a Country Newspaper"; H. C. Hicks, Provo Post, "Proposed Newspaper Legislation"; Charles England, Logan Journal, "Can We Land the Big Advertisers—How?" and J. Coleman, "A Newspaper Man."

Plans for the annual roastfest of the Rochester Newswriters' Club, which is to take place March 29, were discussed last week at a meeting of the Banquet Committee. Roastmaster James H. Thompson was elected chairman of the committee and appointed sub-committees to work out the details of the dinner. Chairman Thompson instructed the members of the committee to ask all members of the club to co-operate with the Stunt Committee by suggesting features and helping to carry the ideas out.

The Dallas Press Club is offering its members a first-class hat as first prize in a guessing contest as to the location of the new club quarters. Where these quarters are situated is now a secret which will not be divulged until Feb. 3, when the new home is expected to be ready for occupancy. In deciding the winner, wit, humor, rhyme and even poetry will be considered.

Gained a Million Lines.

The Indianapolis Star in 1912 printed 1,450,39 more columns of advertising than it did in 1911.

Philadelphia Bulletin's Record.

The Philadelphia Evening Bulletin on Jan. 8 published a complete tabulation of its daily circulation during 1912. The net daily average for the entire year was 281,285 copies, the highest mark by far that the paper has ever attained. This is a remarkable record and represents the largest circulation in Pennsylvania and one of the five largest in the country. The steady, wholesome growth of the Bulletin under William L. McLean, its publisher, is an evidence of the merited recognition that has followed his sound policies in the conduct of that paper.

Endorse the Big Exposition.

The International Association of Manufacturing Photo Engravers and the Electrotypers and Stereotypers Association of New York have given their formal endorsement of the National Printing, Publishing, Advertising and Allied Trades Exposition to be held at Madison Square Garden next Spring.

Eastern Division A. A. C. of A.

The Eastern Division of the Associated Advertising Club of America, of which Gerald B. Wadsworth is President, is planning to raise \$11,000 to spend in advertising in the East. The work of the division is carried on by the headquarters, vigilance, propaganda, speakers club organization and develop-

ment, and on to Baltimore Committees. As fifty-one per cent. of the manufactured product of the country are made in the East the several committees believe that here is where effort should be made to popularize advertising.

CHANGES IN INTEREST.

FLORESVILLE, Tex.—Dr. J. V. Blake, who has been owner of the Chronicle-Journal for a number of years, sold his plant last week to Sam Fore.

LIBBY, Mont.—J. W. Barrett has purchased the Herald from J. M. Kennedy.

BAKERSFIELD, Cal.—The Daily Report has been sold by J. S. Upton to W. B. Chapman, who takes charge this week.

FLORENCE, Colo.—Frank G. Hedges, formerly connected with the Denver Republican, has purchased the Ex Parte from Lee Champion.

OWENSVILLE, Ill.—The News-Echo and the Gibson County Star were consolidated Jan. 15 and will be published under the management of Mr. Hulfish, of the News-Echo, as the Star-Echo.

JEFFERSON, Ia.—C. C. Vail, for several years publisher of the Vail Observer, has purchased the Free Lance, of which he has been in active charge for several months past.

ALMOND, Wis.—The Portage County Press has been bought by Ernest E. Engle, formerly of the Stevens Point Journal and the Westfield Union.

GUTHRIE, Okla.—The State Capital, owned for twenty-one years by Frank H. Greer, was bought on Jan. 5 from the Mississippi Valley Trust Co., of St. Louis, which took over the plant a year ago, by the Co-Operative Publishing Co., of this city. J. E. Peck, Fred H. Byers and others are interested in the new concern.

DEADWOOD, S. D.—Frank W. Swerer has purchased the Pioneer Times from W. H. Bonham, who has been connected with the paper for thirty-five years.

COLUMBUS, Wis.—The Democrat, which was started at the close of the Civil War, has changed owners, G. E. Brusa having sold to F. D. Goodwin.

BARNWELL, S. C.—B. P. Davies, for a number of years connected with the People in various capacities, has purchased the paper from the executors of the late Major John W. Holmes, and will continue its publication.

BIEBER, Cal.—R. A. Smith takes charge of the Big Valley Gazette, which he has purchased from H. E. Wood.

SALLISAW, Okla.—E. B. Guthrie, formerly publisher of the Sulphur Springs Record, has bought the Oklahoma Progressive and the Star-Gazette.

WALTER, Okla.—Judge B. N. Woodson takes possession this week of the New Era, which he has bought from Thad N. Shaw.

HAMPTON, Ia.—The Globe, founded by M. Bilderback, was sold Jan. 8 to Arthur Salisbury, who takes charge this week.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Cheltenham Advertising Service, Manhattan; general advertising; capital, \$50,000. Incorporators: H. I. Kimball, Charles A. True and Robert L. De Groff.

NEW YORK, N. Y.—World Wide Publicity Corporation, Manhattan; advertising; capital, \$100,000. Incorporated by Martin S. Cohen, Philip Goldfarb and others.

NEW YORK, N. Y.—Ask-Your-Dealer Vantage Co., Manhattan; general advertising; \$250,000. John A. Gouldrop, Frank L. Sholes, Alfred Larson.

CHICAGO, Ill.—Lee-Jones Advertising Corporation; general advertising business; \$5,000. Incorporated by Frank L. Lee, W. B. Fitzgerald and S. B. Jones.

Big Press for Kansas City Paper.

The Wyandotte Daily Cricket, of Kansas City, Kan., has purchased what it claims to be the largest printing press ever brought to that city. It is a web press, with a capacity of 5,000 eight-page papers an hour. It is being put up at 1009-11 North Sixth street.

The Philadelphia German Daily Gazette

carries more
Local and General
Advertising
than any other
German daily
published in
this country.

HOWARD C. STORY

Publishers' Representative

New York:

806 Nassau-Beekman Bldg.

Chicago:
1100 Boyce Bldg.

Philadelphia:
924 Arch St.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

It's a great sight to see the people in the Union Station at Albany, N. Y. You, who know, realize what a great travel center Albany is. A strategic point to carry many an advertising campaign.

THE KNICKERBOCKER PRESS—Albany's morning newspaper continues to break records. Its circulation is now 33,300.

Advertisers who have always used THE NEW YORK TRIBUNE because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

THE DEMOCRAT

Nashville, Tenn.

The Democrat is alive and growing

Ask

THE JOHN BUDD CO.

New York Chicago St. Louis

LIVE AD CLUB NEWS

"Each merchant should advertise his regular goods more freely and stay away from the cut price as much as possible," said F. L. Lindemuth, in speaking on "The Dangers of the Bargain Attractions" before the members of the Topeka (Kan.) Ad Club last week. "There are too many merchants and too many persons in business who look for immediate results. They put an ad in the paper one day and if the street outside the store is not lined with prospective buyers the next day they consider the ad has been a failure."

"Why a Heating and Lighting Company Should Advertise" was the subject of an interesting talk by George A. Deatel, a Baltimore advertising expert, before the Norfolk Ad Club at its weekly luncheon. The speaker confined himself to heating companies, dwelling upon the publicity advantages that are overlooked by manufacturers and dealers. Taking up the benefits of advertising, Mr. Deatel showed what companies that handle gas have accomplished through the advertising columns of newspapers and by "follow-up" work through their salesmen.

Mayor Baker presided at the weekly meeting of the Utica Ad Club. The question of whether women interested in advertising, may become members of the club, was discussed and then referred to the membership committee for a report. The club has printed cards which are distributed among the members and state that advertising in programmes and other miscellaneous periodicals shall not be done unless endorsed by the vigilance committee.

Efforts of the Advertising Club of Columbus are to be centered this winter on the enactment by the Legislature of a law to prevent fraudulent advertising in any form, whether newspaper, billboard, dodger or window display. A number of retail merchants also will lend a hand to the project. At a meeting of the club last week Earnest S. Jaros read a lecture on "Retail Advertising Success," and C. E. Barker, editor of the Sample Case, discussed "Co-operation of the Retailer and Manufacturer in Advertising."

The St. Louis Advertising Men's League has started a campaign for better, more efficient, cleaner and more honest advertising. It will open in about two months, and prizes aggregating \$1,000 will be awarded for the best ads in newspapers, billboards, etc. The following committee will have charge of the campaign: W. C. D'Arcy, chairman; Homer Bassford, E. Lansing Ray, J. Wiegand, Flint Garrison, W. D. Simonds, P. J. McAloney and M. B. Lowman.

At the annual election of officers of the Omaha Ad Club R. H. Manley was chosen president; C. H. Alden, vice-president; O. T. Eastman, treasurer; Sam Rees, Jr., secretary, and A. L. Creigh, recorder. E. V. Parrish, of the publicity bureau of the Commercial Club, reviewed the proposed bill to provide for an appropriation to establish

a publicity bureau of the State. The plan was endorsed by the Ad Club, and a committee consisting of the newly-elected officers of the club, appointed.

With a spirited contest for practically every office from president to the committee chairmanships, the Ad Club of New Orleans held its annual election on Jan. 8 with the following results: President, I. R. Jacobs; vice-president, John V. Dugan; second vice-president, E. E. Edwards; secretary, James B. True; treasurer, Gus Gretzner; board of governors, H. H. Baker (chairman), John Draper, Nathan Forscheimer, A. H. Newmeyer, George A. Simms, S. J. Besthoff and Charles Jarvis. The club now has a membership of 160 ad men.

The Charleston (S. C.) Advertising Club has plans for sending on a strong delegation to Baltimore to attend the annual meeting of the national organization. A delegation is being worked up for the trip by a committee, with W. S. Lanneau as chairman. By starting early the Charleston Advertising Club hopes to have one of the strongest aggregations at the Baltimore meeting.

Considerable interest was shown in the slide lecture delivered by Raymond P. Locke, of the Locke Advertising Agency, at the Oklahoma City Advertising Club last week on the "Preparation of An Advertisement." A discussion relative to the different points outlined, participated in by all, followed the lecture, and several slides were reproduced for illustration.

J. F. Stevens, of the John Bressmer Co., was elected president of the Springfield (Ill.) Ad Men's Club at the regular weekly luncheon. Other officers chosen were: Vice-president, C. B. Franke, of the Paris Cleaning Co.; secretary, W. J. Harn, of the W. J. Harn Co.; treasurer, Charles Balsley, of the Capital Loan Co.

About twenty-five members were present at the regular meeting of the Cincinnati Advertisers' Club at the Grand Hotel last week. The question of sending delegates to the Baltimore convention June 3 was taken up and each member assessed \$10 to cover the expense of the local club at the convention. Lectures were read on "Comparative Advertising" and "Human Interest and Timeliness in Advertising," both with stereopticon views. The next meeting will be Feb. 6.

Big Smoker for Newspaper Drivers.

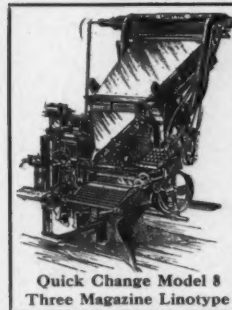
The Newark (N. J.) Division of the Newspaper and Mail Deliverers' Union gave one of its popular smokers on Jan. 8. High-class talent in variety appeared in an elaborate program. There were several brisk bouts by New York and Newark boxers, a pie-eating contest, specialties by vaudeville performers, selections by soloists, exhibition of dancing, monologues and other features. A delegation of New York drivers and deliverers, 500 strong, was present, and there was no end of good feeling and joviality.

Boston Newspaper Club Election.

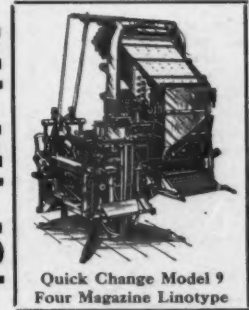
The twenty-seventh annual meeting and banquet of the Newspaper Club of Boston was held on Thursday evening, Jan. 2, at the Boston Yacht Club and was the largest meeting with one exception and one of the most successful in the history of that organization, which is composed entirely of Boston newspaper men. The club chose these officers: John J. McNamara, of the Post, editor-in-chief; Edward F. Harkins, of the Journal, managing editor; L. D. G. Bentley, of the Globe, reporter. The contributing causes to the success of the evening were numerous songs by Frank P. Sibley, John Buchanan, Charles W. Towne and Dr. Beth Vincent; a poem by Holman C. Day, of Maine; speeches by Fernando W. Hartford, of Portsmouth, N. H., and James Morgan, of the Globe, and a debate.

LOOK TO YOUR COSTS

Every experienced newspaper publisher knows that the composing room is the best place to economize time and labor.



Quick Change Model 8 Three Magazine Linotype



Quick Change Model 9 Four Magazine Linotype

**MULTIPLE
MAGAZINE
LINTYPES**

Save time and money by eliminating wasted effort. They cut out expensive overtime and enable you to hold your forms open to the last minute.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINTYPE COMPANY

TRIBUNE BUILDING, NEW YORK
 CHICAGO: 1100 S. Wabash Avenue
 SAN FRANCISCO: 638-646 Sacramento Street
 NEW ORLEANS: 549 Baronne Street
 TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

DINNER TO A. J. FENTON.

Friends Gather to Celebrate His Twenty Years' Service.

John A. J. Fenton, circulation manager of the New York Press, was tendered a dinner at the Press Club last week by about one hundred and fifty of his newspaper and business friends. Mr. Fenton recently completed twenty years of consecutive service with the Press, and this dinner was given him to celebrate the event.

James McKernan of the World acted as toastmaster and gave gentle direction

to the spirit of goodfellowship that prevailed. There were no formal speeches and the occasion was more in the nature of a family gathering of Mr. Fenton's many friends. These included practically all the important circulation men in the East.

Among those present were: William Webber, World; George Henry, American; D. O'Brien, Sun; Fred Coleman, Norwalk, Conn.; William Murphy, Gloversville, N. Y.; H. A. Schaeffer, Pittsburgh, Pa.; C. S. McGilway, New Haven; Maurice Mauson, Rochester, N. Y.; S. McCourt, Buffalo, N. Y.; W. P. Sheldon, Troy, N. Y.; S. Booth, New York Globe, and Mr. Kleine.

Metal Economy

WILDES' REFINED METALS
 PLUS
 OXODIO
 THE METAL FLUX AND PRESERVATIVE



TURNER'S BULLETIN

The only REALLY LIVE WIRE on Circulation Examinations

IS
 C. GODWIN TURNER
 Mgr. and Actuary
 DATA CIR. AUDIT CO., NEWARK, N. J.

NOTICE

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker
 Litchfield, Ill.

There isn't a newspaper in any English-speaking country in the world that cannot increase its local advertising patronage with the help of Fisk Interlocking Advertising Service. Write for Sample.

Henry Stirling Fisk, Pres.
FISK PUBLISHING COMPANY
 356 So. Hamlin Ave., Chicago

Let the American Ink Co. of New York City be your 4-cent inkman.

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing seventy-inch orders, 14.2.1. for fifteen times for Fleischmann Co., 701 Washington street, New York City, with a selected list of papers. They are also placing seventy 1.2 column orders with some Western papers for the Curtis Publishing Co., Philadelphia, to advertise the Country Gentleman.

The Geo. Batten Co., Fourth Avenue building, New York City, is handling the advertising for the Hygeria Antiseptic Tooth Pick Co., 812 Greenwich street, New York City.

Campbell-Ewald Co., Wayne Co., Bank building, Detroit, Mich., is placing some advertising for David Stoot, flour, Detroit, Mich.

Nelson, Chesman & Co., 1127 Pine street, St. Louis, Mo., are renewing contracts with some New York State papers for the Paris Medicine Co.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders for Atlantic City hotels with a selected list of papers.

Dunlap-Ward Advertising Co., Hartford building, Chicago, Ill., is placing new orders for the Haynes Automobile Co., Kokomo, Ind., with some large city papers.

R. Guenther, 115 Broadway, New York City, is sending out thirty-five 1. 5t. orders to Texas papers for Miller & Co., stock brokers, 20 Broadway, New York City.

W. F. Hamblin & Co., 200 Fifth avenue, New York City, are again placing orders for Prof. Roxroy Co., Clay Burton Vance, London, England, with a selected list of mail order papers.

The Walter L. Houghton Advertising Agency, 828 Broad street, Newark, N. J., is placing contracts with a selected list of papers that made concessions so contracts would run for sixteen months, for the Julius Kayser & Co. (Kayser Gloves), 43 East Seventeenth street, New York City.

Lord & Thomas, 290 Fifth avenue, New York City, are placing 14. orders generally for C. L. Jones, Elmira, N. Y., and are also sending out 1,000 1. contracts to papers in cities adjacent to New York City for the Eckerson Co., "Gold Coin Oleomargarine," Jersey City, N. J.

The Lotos Advertising Co., 17 Madison avenue, New York City, is making contracts of 5,000 1. with Texas papers for the G. Agnel Co., perfumes, 359 West Broadway.

The Freeman Advertising Agency, Inc., of Richmond, Va., is making contracts for the Vick Chemical Co., Croup and Pneumonia Salve, in Ohio, Indiana and Illinois, in cities of 20,000 and upward. This agency is making additional contracts with newspapers in the Southern States for the Astypodine Chemical Co., and with Southern farm papers and weeklies for the T. J. King Seed and Implement Corporation of Richmond, Va.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on the exchange basis for The Tower Hotel, Niagara Falls, N. Y.; Hotel Joyce, Baltimore,

Md.; Bancroft Hotel, Washington, D. C.; Continental Hotel, Philadelphia, Pa.; Hotel Vale, Pueblo, Colo., and the Hotel Astor, Jacksonville, Fla.

Robert M. McMullen Co., Cambridge building, New York City, is handling the advertising of the Edwards Motor Co., 1784 Broadway, New York City.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, is placing with papers generally, fourteen 1.2.1.1. for thirteen weeks, for Dr. John I. Brown & Son. "Brown's Bronchial Troches."

The Frank Presbrey Co., 456 Fourth avenue, New York City, is handling orders for the New York Life Insurance Co., New York City, in a selected list of papers.

The Stack Advertising Agency, Heyworth building, Chicago, Ill., is making 6,800 1. contracts with Western papers for the Booth Fisheries Co., in various cities.

The H. Sumner Sternberg Co., 208 Fifth avenue, New York City, is placing contracts with Pacific Coast papers for the Standard Varnish Co., Port Richmond, Staten Island, N. Y.

H. W. Stevens Agency, Globe building, Boston, Mass., is sending out orders to New York and New England papers for E. H. Rollins & Sons, Boston, Mass.

Street & Finney, 45 West Thirty-fourth street, New York City, is making new contracts of 5,000 1. with large city papers for the Chase Motor Truck Co., Syracuse, N. Y.

H. D. Stewart Co., 127 North Dearborn street, Chicago, Ill., will place with some Southern papers the advertising for the Chas. E. Lane & Co., "Lane's Pennie Pills," St. Louis, Mo.

The J. Walter Thompson Co., 44 East Twenty-third street, New York City, is placing 10 1. 52 t. orders generally for the Record Co., 44 East Twenty-third street, New York City.

Changes in Burroughs Ad Staff.

With the advent of the new year several important changes have taken place in the advertising department of the Burroughs Adding Machine Co. Mr. Ward Gavett, assistant advertising manager for the past year, under E. St. Elmo Lewis, has resigned to become sales manager of the company's branch office at Oshkosh, Wis. Charles C. Casey, who has been head of the copy department and periodical advertising during the last year, becomes assistant advertising manager. J. R. Worden, who has been superintendent of printing, which is also an important position in the big Burroughs organization, will succeed Mr. Casey as head of the copy department. John E. Coulter, who has been with the Riverside Printing Co. of Port Huron, Mich., has been appointed superintendent of printing to succeed Mr. Worden. The Burroughs advertising department, in its several divisions, employs over 100 people.

A check list of the eighteenth century American newspapers in the Library of Congress has been compiled by John V. N. Ingram, chief assistant of the periodical division.

St. Paul's Greatest Newspaper
The St. Paul Daily News
 Increases its lead in circulation and in advertising. Its commanding position is now unquestioned. Each succeeding month makes it more and more secure as the FIRST paper in its territory.
November 70,679 net increase of Circulation 11,136 copies
 The St. Paul Daily News in November carried 64,778 more lines of advertising than it did in the corresponding month a year ago; 19,152 more lines of local display than any other evening paper, and 69,972 more lines of local display than any morning paper.
 FOREIGN ADVERTISING DEPARTMENT.
 C. D. BERTOLET, Mgr.,
 1110 Boyce Building, Chicago.
 J. F. ANTISEL, O. G. DAVIES,
 266 Fifth Avenue, 306 Gumbel Bldg.,
 New York City, Kansas City.

New Orleans States
32,000 Daily.
 Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.
 Week of Dec. 30, to Jan. 5, 1913, inclusive. The States led The Item by 19,556 agate lines on Total Space for that period.
THIS IS NOT IRREGULAR, BUT VERY FREQUENT.
 Don't be fooled by wild, unsupported claims "month after month."
 Proof of above record shown by agate rule. The States produces results always.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures, in some instances furnished by the publisher.

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Nov., 6,228...Phoenix	GLOBEJoplin
CALIFORNIA.	POST-DISPATCHSt. Louis
ENTERPRISEChico	MONTANA.
RECORDLos Angeles	MINERButte
TRIBUNELos Angeles	NEBRASKA
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.	FREIE PRESSE (Cir. 128,384)....Lincoln
INDEPENDENTSanta Barbara	NEW JERSEY.
BULLETINSan Francisco	PRESSAsbury Park
CALLSan Francisco	JOURNALElizabeth
EXAMINERSan Francisco	COURIER-NEWSPlainfield
ORCHARD AND FARM IRRIGATION San Francisco	NEW MEXICO.
The leading Farm Journal of the Pacific Coast and the irrigated States.	MORNING JOURNAL.....Albuquerque
RECORDStockton	NEW YORK.
Only newspaper in Stockton that will tell its circulation.	KNICKERBOCKER PRESS.....Albany
FLORIDA.	BUFFALO EVENING NEWS....Buffalo
METROPOLISJacksonville	BOLLETTINO DELLA SERA, New York
GEORGIA.	EVENING MAIL.....New York
ATLANTA JOURNAL(Cir.55,117)Atlanta	STANDARD PRESS.....Troy
CONSTITUTIONAtlanta	OHIO.
CHRONICLEAugusta	PLAIN DEALER.....Cleveland
LEDGERColumbus	Circulation for December, 1912
ILLINOIS.	Daily103,732
POLISH DAILY ZGODA.....Chicago	Sunday140,769
SKANDINAVENChicago	VINDICATORYoungstown
HERALDJoliet	PENNSYLVANIA.
HERALD-TRANSCRIPTPeoria	TIMESChester
JOURNALPeoria	DAILY DEMOCRAT.....Johnstown
STAR.....Peoria	DISPATCHPittsburgh
INDIANA.	PRESSPittsburgh
LEADER-TRIBUNEMarion	GERMAN GAZETTE.....Philadelphia
THE AVE MARIA.....Notre Dame	TIMES-LEADERWilkes-Barre
IOWA.	GAZETTEYork
REGISTER & LEADER.....Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL.....Dubuque	DAILY MAIL.....Anderson
KANSAS	THE STATE.....Columbia
CAPITALTopeka	(Cir. July, 1912, S. 20,986; D. 20,956)
KENTUCKY.	TENNESSEE.
COURIER-JOURNALLouisville	NEWS-SCIMITARMemphis
TIMESLouisville	BANNERNashville
LOUISIANA.	TEXAS.
DAILY STATES.....New Orleans	STAR-TELEGRAMFort Worth
ITEMNew Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRATNew Orleans	CHRONICLEHouston
MARYLAND.	WASHINGTON.
THE SUN.....Baltimore	POST-INTELLIGENCERSeattle
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	WISCONSIN.
MASSACHUSETTS.	EVENING WISCONSIN.....Milwaukee
THE HERALD.....Boston	CANADA.
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.	ALBERTA.
MICHIGAN.	HERALDCalgary
PATRIOT (Morning).....Jackson	BRITISH COLUMBIA.
Daily (Except Monday)	WORLDVancouver
Average First Nine Months, 1912	ONTARIO.
Daily.....10,613 Sunday.....11,639	FREE PRESS.....London
MINNESOTA.	QUEBEC.
TRIBUNE, Morn. & Eve.....Minneapolis	LA PATRIE.....Montreal
	LA PRESSEMontreal
	(Ave. Cir. for 1912, 114,371).

AD FIELD PERSONALS.

Glen Buck, who has handled the advertising of the Ford Motor Co., Detroit, as an advertising agent for the past year, will give up his business in Chicago on April 1 to assume charge of the Ford advertising. It is stated that he will retain his connection with the Gardner Advertising Co. of St. Louis, of which concern he is vice-president.

Mr. Nugent, formerly advertising manager of the Philadelphia Record, will be advertising manager of the Boston American.

Frank B. Hutchinson, Jr., formerly of the Horseless Age and Motor, has been appointed advertising manager of the Kelly Springfield Motor Truck Co., of Springfield, O.

A. W. Smith, who is now connected with the Izzard-Jacobson Co., of Seattle, is to devote a portion of his time to the direction of the course in advertising conducted in connection with the University of Washington.

Frederick W. Nash, who for a year and a half has been advertising manager of B. Fisher & Co., and for seven years previous with the sales and advertising department of the H. J. Heinz Co., has become associated with Ar buckle Brothers, New York, in a general sales and advertising capacity.

Fay L. Faurote has resigned as head of the copy department of the Charles H. Fuller Co., at Detroit, to become director of copy and plans for the H. C. McCann Co., at its Detroit office.

Guy F. Minnick has been appointed assistant advertising director of the McClure publications.

W. Haddon Jenkins, Jr., who entered the ad field with the Ireland Agency at Philadelphia, and subsequently conducted the Philadelphia office of the J. Walter Thompson Co., has joined the staff of the McManus Co. in the Journal Building, Detroit, in charge of the sales department.

Harry W. Kinnard, for a number of years advertising manager of the Arthur A. Everts Co., Dallas, Tex., has resigned to take a similar post with the W. A. Green & Co. department store of that city.

R. H. Cochrane, recent head of the Cochrane Advertising Agency of Chicago, has joined the staff of the Universal Film Manufacturing Co., New

York, to take charge of the sales and advertising departments.

George M. Burbach has been appointed manager of foreign advertising of the Munsey newspapers, which include the New York Press, Washington Times, Baltimore News, Boston Journal and Philadelphia Evening Times.

Hugh K. Taylor, a well-known Texas newspaper man of wide and successful experience, is now advertising manager of the Dallas Democrat.

Reed Moyer, until recently advertising manager for Weinstock, Lubin & Co., of Sacramento, Cal., and formerly in the same capacity with Lipman, Wolfe & Co., of Portland, Ore., has gone to Spokane to take charge of the advertising of Carr's, one of the biggest department stores in that city.

William F. Oakley, formerly in charge of the foreign advertising of the Munsey newspapers, has become associated with the New York American.

David M. Botsford, who for the last two years has been the advertising manager of Meier & Frank Co., Portland, Ore., has entered the agency business in that city.

CIRCULATION NOTES.

The New York Times contest in American designs for women's hats, afternoon dresses and evening gowns, closed last Saturday. The entries largely exceeded expectations, and it is estimated that more than one thousand designs have been submitted. The committee of judges which will award the prizes consists of Edward Bok, editor of the Ladies' Home Journal; Mrs. J. W. Alexander, wife of the artist; Miss Annie Russell, the actress; Mrs. Eleanor Hoyt Brainard, the writer on fashions; Miss Abby Underwood, the fashion artist, and Grosvenor K. Glenn, editor of the Illustrated Milliner.

The New York American is publishing President-elect Woodrow Wilson's "George Washington" in sixty installments and offering a first prize of \$500 and 1,533 other prizes for a three hundred-word essay on Washington's life based upon the Wilson biography. The contest is open to pupils of any school in the country and also offers prizes to the teachers of the first thirty-four winning contestants.

The Nevada State Journal, Reno, is offering cash prizes ranging from \$75 to \$25, to the most popular babies of Reno and the State of Nevada elected through its voting campaign. Any baby six years old or younger is eligible. The campaign closes February 14.

The Springfield (Ill.) State Journal last week announced that it would give a twenty-dollar first prize and several smaller prizes for the best one hundred word answer to the question, "What Would You Do With a Million Dollars?"

The United Contest Co., of Cleveland, of which Frank Hicks is general manager, which during the last four years has conducted several hundred circulation contests, sometimes as high as sixteen simultaneously, announces that hereafter it will carry on but one at a time. The staff will consist of Mr. Hicks, Mr. and Mrs. R. C. Fetherlan and George Ellis.

Beddow Receives Chest of Silver.

Franklyn P. Beddow, circulation manager of the Jacksonville (Fla.) Metropolis, received on Christmas Eve from the members of his department and the carrier boys of the paper a chest of solid silver as a token of friendship and good will. He has just closed a very successful contest.

The Elizabeth (N. J.) Times recently printed a table showing the number of news beats it scored over its competitors. According to the figures given it printed in December 501 beats to its neighbors' 61. In this list is included,

DIRECTORY OF ADVERTISERS AIDS.

Advertising Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W. Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND-GARDINER-FENTON**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420
- ANKRUM ADVERTISING AGENCY**
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**
Clearing House For All Agencies
Karpn Bldg., Chicago.
- GUENTHER-BRADFORD & CO.**
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.**
175 5th Ave., New York
Majestic Theatre Bldg., Chicago.
- THE BEERS ADV. AGENCY**
37 Cuba St., Havana, Cuba
N. Y. Office, 11th Floor, Fuller Bldg.

Publishers' Representatives

- ALLEN & WARD**
25 W. 42nd St., New York
30 N. Dearborn St., Chicago
- JOHN M. BRANHAM CO.**
Brunswick Bldg., New York
Mallers Bldg., Chicago
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- GRIFFITH, HARRY C.**
Brunswick Bldg., New York
Tel. Madison Sq. 3154
- HENKEL, F. W.**
People's Gas Bldg., Chicago
Tel. Randolph 3465
- LINDENSTEIN, S. G.**
118 East 28th St., New York
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
200 Fifth Ave., New York
- PULLEN, BRYANT & CO.**
200 Fifth Ave., New York
Tel. Gramercy 2214
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Ave., New York
Tel. Madison Sq. 962
- STOCKWELL, W. H.**
629 People's Gas Bldg., Chicago
Canadian papers exclusively.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER
The largest Morning and Sunday Newspaper west of New York, and the great Home Medium of the Middle West.

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 65,000; Sunday, 84,850—89% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

of course, all exclusive items of local news.

The Denver Post announces that during 1912 it printed 8,609,132 agate lines of advertising, a gain of 1,213 columns over 1911.

The Toledo (O.) Blade has issued a statement showing that the amount of advertising printed in 1912 was 7,816,844 agate lines, or a gain of 632,696 over the amount printed in 1911.

The Houston (Tex.) Chronicle broke its circulation record in December by publishing an average daily circulation of 31,007 copies.

**REDUCE COSTS OF PRODUCING PRINTING
TURN WASTE INTO PROFIT**

by the old-time method of economy; not cheese-paring economy, but wise and real economy; save the waste.

In every office there is a large daily accumulation of waste paper; it is worth money—a great deal of money. If you save it all, buy a **WOLVERINE BALER** (sold for \$45 or \$60 according to size) you can declare a dividend from proceeds of sale. And you will improve sanitary conditions, reduce risk by fire, pay 100% to 200% on the necessary investment, encourage economy in your force. Don't overlook the fact that we make and sell type.

Barnhart Bros. & Spindler

Chicago New York Washington St. Louis
Dallas Kansas City Omaha St. Paul Seattle

"Try our perfecting News at 5 cents. It is guaranteed not to smut or offset and is black and clean."

SEND FOR SAMPLE

F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 696-4 Broadway

Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

CHARLES HEMSTREET, Manager
45 Lafayette Street, New York City
Established a Quarter of a Century

The Sporting Editor's Best Friend

An Unsolicited Testimonial

Chicago, Ill., Jan., 2, 1913.

AUTOPLATE COMPANY OF AMERICA,
New York City, N. Y.

Gentlemen:—

I am a SEMI-AUTOPLATE enthusiast. While Managing Editor of the Milwaukee Leader I persuaded the Business Manager to install a SEMI-AUTOPLATE. After it was installed I beat the town on sporting extras, our regular time being three minutes from the time the telegraph instrument clicked off the last play until we were on the street. In the rapid production of this paper the AUTOPLATE played a most important part.

The simplicity of the machine, the rapidity with which perfect plates can be produced by half the labor needed when using the old hand stereotyping methods, the advantage it gives to the editor in advancing his dead line within a few minutes of press time, all help to make the SEMI-AUTOPLATE a welcome addition to any up-to-date newspaper plant.

Very truly yours,

GORDON NYE.

Mr. Nye simply voices the experience of other evening papers which have installed SEMI-AUTOPLATES.

Your starting time cannot be satisfactory so long as you use hand boxes for plate making. If you wish to have a SEMI-AUTOPLATE ready for the sporting season you must order it now.

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